



FOR IMMEDIATE RELEASE
Media Contact:
Maya Richmond, Executive Director
856-424-2288 ext. 109
director@awanj.org

**AWA urges cat owners to prevent unwanted litters during their February
“Beat the Heat” campaign**

*Sponsored by [PetSmart Charities®](#). “Beat the Heat” provides
\$20 spay surgeries for female cats*

January 18, 2016

Voorhees, NJ: – A female cat can have up to three litters each year, and that can increase the amount of unwanted or unplanned kittens. Animal Welfare Association (AWA) with funding support from PetSmart Charities, the largest funder of animal welfare efforts in North America, are addressing the problem by introducing the “**Beat the Heat**” spay campaign.

Through “**Beat the Heat**”, AWA will offer a special \$20 spay surgery for all owned cats during the month of February. Space is limited so call early to schedule an appointment.

“Spaying/neutering cats is the most effective thing a pet parent can do to prevent unwanted litters from being born and contributing to homeless pet overpopulation,” says Maya Richmond, Executive Director of AWA. “AWA is proud to partner with PetSmart Charities’ once again for “**Beat the Heat**”. This campaign will help to reduce the possibility of unwanted kittens flooding our area’s shelters this spring and summer.”

This special \$20 rate is even less than the organization’s normal low-cost surgery price and is available to all South Jersey residents. *Pet parents who wish to take advantage of this offer must mention the “**Beat the Heat**” campaign when they call to schedule their appointment.* The campaign is based on availability.

Please call 856-424-2288 for more information or to schedule an appointment. More information can be found at [www.awanj.org](#)

About AWA

Animal Welfare Association, a private, non-profit, 501(c) 3 animal welfare organization, serves the people and animals of southern New Jersey. AWA is dedicated to eliminating animal suffering, promoting the importance of the human-animal bond, and improving the role of animals in the well-being of people. Through a variety of programs including adoptions, veterinary services, pet therapy, and humane education, in 2015 over 23,000 pets were served through AWA programming. AWA is South Jersey’s leader in progressive companion animal care.

About PetSmart Charities:

PetSmart Charities, Inc. is a nonprofit animal welfare organization that saves the lives of homeless pets. More than 400,000 dogs and cats find homes each year through our adoption

program in all PetSmart® stores and our sponsored adoption events. PetSmart Charities grants more money to directly help pets in need than any other animal welfare group in North America, with a focus on funding spay/neuter services that help communities solve pet overpopulation. PetSmart Charities is a 501(c)(3) organization, separate from PetSmart, Inc.