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For immediate release: January 28, 2020

SPCA Florida Is Selected for the Jackson Galaxy Cat Pawsitive Program

Lakeland: SPCA Florida is selected for the Jackson Galaxy Cat Pawsitive 12-week Training Program. The Jackson Galaxy Project's Cat Pawsitive is a mojo-enhancing, positive-reinforcement clicker training initiative that enriches day-to-day life for cats in shelters, builds new skills for cats as well as shelter staff and volunteers, promotes the human-cat bond, and helps improve adoptability.

By utilizing positive, reward-based Cat Pawsitive training, a shelter volunteer or staff member can reduce the stress that might keep a cat from connecting with an adopter. With clicker training that positively reinforces good behavior, a shy cat can learn to feel comfortable coming up to the front of the cage to meet a potential pet parent, a feisty cat can learn to play nice, and an outgoing kitty can even learn to give an endearing "high five" to his visitors to seal an adoption deal. Cats gain confidence and get mental and physical stimulation through their clicker training sessions, and soon they are building connections with staff, volunteers, and potential adopters.

The shelter environment is often an overwhelming place for cats. The sights, loud sounds and strange smells can make even the most outgoing, active cat become nervous and shut down. For cats who already tend to be shy, the stress of their shelter surroundings can make them hide under blankets and in the corners of cages to avoid contact with anyone who approaches. Stress can also lead to illness such as upper respiratory infection. All these things can contribute to making a cat seem less "adoptable." Cat Pawsitive was created to help keep that from happening.

The common goals of all participating organizations in the Cat Pawsitive Program are:

- Enriching day-to-day life for adoptable cats
- Increasing adoptions
- Decreasing length of stay
- Engaging and empowering volunteers and staff
- Showing potential adopters that cats are cool and can even be trained!

The designated SPCA Florida Cat Pawsitive Team Members will put in a few hours each week training their cat candidates. Six SPCA Florida chosen felines will participate in 10-15 minute training sessions daily. Training provides mental and physical enrichment to keep them engaged, active, and ready to meet their new family. And adoptability saves lives. SPCA Florida is dedicated to helping every homeless cat find a responsible loving home.



Healthy Animals. Humane Communities.



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About SPCA Florida

Founded in 1979, SPCA Florida is a 501(c)3 non-profit organization headquartered in Lakeland. Dedicated to improving the lives of pets and people in the community, SPCA Florida provides caring, compassion and hope to more than 6,000 homeless animals entering our doors each year. Open to the public, our McClurg Animal Medical Center is a state-of-the-art veterinary facility that heals and helps 50,000 patients annually. Thousands more pets and people are served through our community outreach and education programs.

About The Jackson Galaxy Project

The Jackson Galaxy Project is a Signature Program of GreaterGood.org, a public 501(c)(3) nonprofit organization. Founded in 2014 by leading animal advocate and cat wellness consultant, Jackson Galaxy, host and executive producer of [Animal Planet](#)'s long running hit show "[My Cat From Hell](#)" and New York Times best-selling author, The Jackson Galaxy Project seeks to improve the lives of animals at risk and help the people who care for them through innovative programs that educate, inspire and empower staff, rescuers and adopters to continually raise the bar for animals at risk and reduce the number of animals that end up in shelters. For more information, visit [TheJacksonGalaxyProject.org](#).

About GreaterGood.org

[GreaterGood.org](#) is a 501(c)(3) charitable organization that works to improve the health and well-being of people, pets, and the planet. Over the last 12 years, GreaterGood.org has given over \$250 million in cash and in-kind grants to over 3,000 charitable partners worldwide. To learn more, visit [GreaterGood.org](#) or follow us on [Facebook](#), [Twitter](#) or [Instagram](#).