



For immediate release

Contact: Jessica Lozano
jessical@pvastx.org
830-308-9004

Cats at Palm Valley Animal Society got lucky

Animal welfare and veterinary organizations step up for cats at COVID-affected shelters

Edinburg, TX (6/23/2020) – With shelter population at a minimum because of the COVID-19 pandemic, it seemed like the perfect opportunity for Palm Valley Animal Society (PVAS) to give their cats a housing upgrade. Thanks to support from animal welfare and veterinary organizations, they're one of 82 shelters across the U.S. and Canada where cats will be living large while they wait for new homes.

Dubbed Portalmania 2020, the campaign was headed up by the Million Cat Challenge, a shelter medicine initiative launched in 2014 with the goal of saving the lives of one million shelter cats in North America within five years. When the 1,075 participating shelters met and exceeded that goal a full year early, the Challenge then turned its attention to ensuring shelters could provide the right care and outcomes for every cat.

Cramped housing is a big cause of stress and stress-related illness for shelter cats. For those felines, the installation of portals between two smaller cages can create much-needed space and allow separation of litter boxes from sleeping and eating areas. Such housing keeps cats healthier and happier, which means they're adopted more quickly and spend less time in the shelter.

“As a veterinarian, little did I imagine that one of our most powerful tools to keep cats healthy and save their lives would turn out to be basically a round

hole between two cages,” said Dr. Kate Hurley, Director of the UC Davis Koret Shelter Medicine Program and co-founder of the Million Cat Challenge. “By reducing stress and keeping cats’ living spaces clean and separate from their toilet area, portals turn out to be one of the very most important things we can do to keep cats safe and happy and help them get out the shelter door quickly into their forever home.”

“Pet portals, and all of the benefits they bring, are key to providing a better quality of life to cats by helping them stay healthier and happier while they are in our care,” said Donna Casamento, executive director of PVAS.

Donors supporting Portalmania 2020 are:

Shor-line

Joanie Bernard Foundation

Banfield Foundation

ASPCA Northern Tier Shelter Initiative

Petfinder

Virox Technologies

The Dave and Cheryl Duffield Foundation

Greater Good

Team Shelter USA

Ontario Shelter Medicine Association

“We are so grateful to Portalmania 2020 and everyone associated with the Million Cat Challenge for selecting the cats of PVAS as a recipient of their generosity. The cats at PVAS will surely be living large!” said Casamento.

About the Palm Valley Animal Society

Our mission: Palm Valley Animal Society will provide lifesaving care, comfort, and compassion to animals in need by engaging the hearts, hands, and minds of our community. PVAS’ goal is to save every animal that can be saved through progressive adoption, foster care, and rescue transfer programs. PVAS offers a number of additional programs designed to help pets in the shelter, in the community, and in your home, including volunteer, fee-reduction, and veterinary services programs. Stay connected: Facebook, Instagram, Snapchat, Twitter: @PVAStx

About the Million Cat Challenge

The Million Cat Challenge is a joint project of the Maddie’s Shelter Medicine Program at the University of Florida and UC Davis Koret Shelter Medicine Program. It was made possible by the financial support of Maddie's Fund, a national foundation established by Dave and Cheryl Duffield to revolutionize

the status and well-being of companion animals.