



*****NOT OPEN TO THE PUBLIC*****
*****MEDIA ALERT*****

GREATER GOOD CHARITIES WITH JACKSON GALAXY HOST FELINE-FOCUSED BY INVITE ONLY CAT PAWSITIVE 360 EVENT AT SAN DIEGO HUMANE SOCIETY TO HELP LOCAL SHELTER CATS

The Jackson Galaxy Project's "Cat Pawsitive 360" is Made Possible by The Life of Riley at Spring Point

WHO: [Greater Good Charities](#), a global nonprofit, and Jackson Galaxy will host a by "invite only" Cat Pawsitive 360 event at [San Diego Humane Society](#) to help local shelter cats. This special two-day event of feline-focused workshops is part of a series of Cat Pawsitive 360 events across the U.S. in 2023 that also includes Charleston, Ft. Lauderdale, Kansas City, Idaho and Pittsburgh.

Cat Pawsitive 360 is an initiative of Greater Good Charities' Jackson Galaxy Project and is made possible by The Life of Riley at Spring Point. The Inaba Churu sponsorship allows shelters with limited funds to travel to the Cat Pawsitive 360 events.

The Jackson Galaxy Project is founded by Jackson Galaxy, *New York Times* bestselling author, renowned cat behavior and wellness expert with over 30 years of working in animal shelters, and longtime host of Animal Planet's "My Cat From Hell." The Jackson Galaxy Project is a program of Greater Good Charities that seeks to improve the lives of cats at risk and help the people who care for them through innovative initiatives that educate, inspire, and empower staff, rescuers, and adopters.

WHAT: On November 2-3, 2023 the Cat Pawsitive 360 event will engage and immerse local animal welfare representatives in the San Diego community (and beyond) in a wide range of sheltering topics approached from a cat-centric point of view, including workshops on:

- Feline body language and communication
- Shelter Catification
- Pathway planning
- Intake diversion and pet retention
- Adoption counseling
- Marketing outreach and strategies
- Customer service
- Feline behavior challenges

WHY: Each cat in an animal shelter or rescue's care, and each cat in the communities they serve, is a unique individual. Cat Pawsitive 360 takes a 360-degree view of the feline experience on everything from behavioral models to environmental enrichment to save more lives and improve the well-being of cats both in and out of the shelter. Visit [greatergood.org](#) for more information about upcoming Cat Pawsitive 360 events.

WHERE:

San Diego Humane Society
5500 Gaines Street
San Diego, CA 92110

WHEN: Thursday, November 2 (9:00 a.m. – 5:00 p.m.)*
Friday, November 3 (9:00 a.m. – 5:00 p.m.)*

**Jackson Galaxy is available by appointment only for media interview; times may differ from above.*

INTERVIEWS:

- Jackson Galaxy **(*****by appointment ONLY*****)*
- Representatives of Greater Good Charities and San Diego Humane Society

VISUALS:

- Jackson Galaxy educating the local community
- Dozens of local animal welfare representatives
- Adoptable shelter cats eagerly awaiting their new home

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About Greater Good Charities

[Greater Good Charities](#) is a 501(c)(3) global nonprofit organization that works to help people, pets, and the planet by mobilizing in response to need and amplifying the good. Greater Good Charities, with a Four-Star rating on *Charity Navigator* and a Platinum Seal on *GuideStar*, has invested more than \$575 million in impact, including cash grants, in-kind supplies, and programmatic support, to charitable partners in 121 countries since 2007. To learn more about how Greater Good Charities is amplifying the good across the globe, please visit greatergood.org or follow [Facebook](#), [Instagram](#), [X](#), [YouTube](#) and [TikTok](#).

About San Diego Humane Society

San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego. For more information, please visit sdhumane.org.

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