

FOR IMMEDIATE RELEASE March 18, 2021

San Diego Humane Society Hosts Virtual Kitten Shower for Busy Baby Season

Donated supplies will help thousands of orphaned kittens who rely on SDHS to grow into healthy cats.

San Diego — San Diego Humane Society is hosting its annual virtual <u>Kitten Shower</u> to collect supplies needed for the busy kitten season that begins in the spring. In the coming months, thousands of kittens under 8 weeks of age who will require 24-hour care to grow into healthy, happy cats will come to SDHS.

During the Kitten Shower March 18-31, community members can donate items including kitten formula, bottles, heating pads, scales and blankets from San Diego Humane Society's online baby registries. They are hosted by Amazon, Target and Walmart and can be accessed directly at <u>sdhumane.org/kittenshower</u>.



Purchased items are delivered directly to SDHS, and every donation helps provide the around-the-clock care these tiny kittens need to survive. With more than 3,000 kittens under 8 weeks of age relying on San Diego Humane Society this year, the organization needs the community's support to be there for each one.

"During the spring season, we expect thousands of kittens will come through our doors and require 24-hour care," said San Diego Humane Society Nursery & Foster Manager Jackie Noble. "We rely on the generosity of our community to ensure each one gets the shelter, nourishment, medical care and love they need to thrive."

San Diego Humane Society's Kitten Nursery was the first of its kind in the country, providing around-the-clock care for kittens. Before the 24-hour Kitten Nursery was established in 2009, many orphaned kittens were in danger of euthanasia because of a lack of resources required to care for them. But today, these fragile kittens have the chance to grow, thrive and be adopted at SDHS.

B-roll and photos of kittens for media use are available here: https://bit.ly/3bbOrQM.

Suggested Tweet: Kitten season is kicking off, which means *@sdhumane* will welcome thousands of orphaned kittens in need of lifesaving care. By donating supplies during their virtual Kitten Shower, you'll give fragile kittens the chance to grow big and strong. sdhumane.org/kittenshower

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 <u>sdhumane.org</u>.