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FLORIDA KEYS SPCA

Keys Shelter Chosen for The Jackson Galaxy Project's Life-Saving *Cat Pawsitive Pro* Program

*Florida Keys SPCA One of 10 Shelters Selected for Innovative Training Program
to Increase Cat Adoptions*

(Key West, FL, 2/26/18) - Florida Keys SPCA is selected by [The Jackson Galaxy Project](#) (JGP), a Signature Program of [GreaterGood.org](#), to participate in the Spring 2018 Semester of *Cat Pawsitive Pro*, a life-saving initiative that introduces positive-reinforcement training to shelter cats. Supported by the Petco Foundation, this innovative training program for shelter cats aims to increase feline adoption rates as well as educate the shelter staff and volunteers on how to implement it.

Jackson Galaxy (star of the television show *My Cat from Hell* on Animal Planet, and founder of JGP) developed *Cat Pawsitive Pro* with a team of feline behavior experts. Highlights of the program include:

- Improving cat “adoptability” and feline social skills, particularly for shy or fearful cats and long-term residents
- Enriching day-to-day life for cats in shelters with physical and mental activity
- Promoting the human-cat bond
- Teaching and empowering animal shelter staff and volunteers

“The genesis of *Cat Pawsitive* stemmed from the simple desire to duplicate the “AHA!” moment I had in the early stages of my life with cats as a shelter worker,” said Jackson Galaxy. “By utilizing the training concepts that were, to that point, only used for the dogs in our care, not only were the cats stimulated, motivated and energized, but so was I. That, along with the most important result, lives being saved, was the win-win I envisioned passing on to as many cats and shelters as I possibly could. So today I am filled with an indescribable mix of joy and anticipation as we enter the 2018 sessions of The Jackson Galaxy Project’s *Cat Pawsitive Pro* program.”

Cats who are exposed to reward-based training methods of *Cat Pawsitive Pro* gain confidence, experience reduced stress level and build connections with staff, volunteers and potential adopters.

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The program can help a shy cat learn to feel comfortable coming up to the front of her cage to meet an adopter, a feisty cat learn to play nice, and an outgoing kitty learn to give an endearing "high five" to his visitors to seal an adoption deal.

"The Florida Keys SPCA is grateful and excited to be selected to participate in the 2018 *Cat Pawsitive Pro* program!" said Tammy Fox, executive director of Florida Keys SPCA. "This program will bring our team the tools and knowledge to not only increase adoptions for our shelter cats but also enrich their lives during their stay with us. We recognize that dogs have established programs in place for enrichment and training so we are over the moon that we can provide the same for our cats. Thank you Jackson Galaxy Project!"

Cary Munschauer, a feline behavior expert hand-picked by JGP, will lead the program for the shelter beginning February 21. Throughout the Spring, Florida Keys SPCA staff and volunteers will participate in weekly seminars with Munschauer and will have direct access to the entire training team for specialized consultations about the cats in their care.

Galaxy will be sharing highlights of the program on The Jackson Galaxy Project [Facebook](#), [Twitter](#), and [Instagram](#) pages.

About The Jackson Galaxy Project

[The Jackson Galaxy Project](#), founded in 2014, is a Signature Program of GreaterGood.org, a public 501(c)(3) nonprofit organization. The Project is the realization of Jackson's long-standing dream of bettering the lives of animals at risk and helping the people who care for them.

About GreatGood.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 10 years, GreaterGood.org has given over \$100 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](#).

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About the Petco Foundation

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$200 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals, and numerous other lifesaving initiatives. Through our Think Adoption First program, we partner with Petco stores and animal welfare organizations across the country to increase pet adoptions. So far, we've helped more than 5.5 million pets find their new loving families, and we're just getting started. Visit petcofoundation.org to learn more about how you can get involved. Join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#)

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