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Clipper Distributing Awards \$50,000 to Animal Shelters Across the US

ST. JOSEPH, MO. – (May 5, 2021) – Clipper Distributing Company, LLC, on behalf of Churu Veterinarian Formula, awarded a total of \$50,000 to five winning shelters of the 2020 Churu Vet Feline Fund. The fund was designed to help animal shelters and rescue facilities across the country with the cost of caring for animals in need. The winning recipients were selected after submitting an essay on their plans to use the funds, which ranged from building life-saving facilities and processes to creating enrichment programs to better socialize kittens and provide fosters with necessary supplies to help cats thrive.

Clipper Distributing presented each winning shelter with a \$10,000 check during check presentation events held for each. The five winning shelters and their plans are as follows:

- **Nevada SPCA – Las Vegas, NV** – will use the funds to build a kitten intake nursery to save and treat cats and kittens immediately for life-threatening conditions before transporting to a local veterinary clinic. The nursery will include large incubators, nebulizers and fluid pumps so intravenous fluids can be immediately given upon intake, ultimately reducing the mortality rate.
- **UC Davis Orphan Kitten Project – Davis, CA** – will use the funds to continue their effort of taking in abandoned and orphaned neonatal kittens and provide necessary medical care and life-saving supplies to foster homes.
- **KC Pet Project – Kansas City, MO** – will use the funds to launch their Courageous Kitten Program, which was created to increase the sociability in kittens during their first several weeks of life, ultimately producing happier, more socialized cats and strengthening the human-animal bond. The program focuses on enhancing their sociability by encouraging positive associations toward new environments and decreasing anxiety.
- **Tupelo-Lee Humane Society – Tupelo, MS** – will use the funds to provide housing for critical care cats and supply adequate nutrition to cats with special dietary needs. Specific purchases include intensive care suites, as well as nutritional supplements including probiotics, Churu Veterinarian Formula appetite motivator and Hill's prescription food.

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- **Franklin County Humane Society – Union, MO** – will use the funds to launch their “Pounce on Progress” program, which is designed to help enhance the facilities and enrich the lives of the felines in their care. Purchases include upgrading their Kitty City rooms with new shelves, ramps and tunnels for mental stimulation and adding amenities to the Cat Acquaintance Room to make visits with potential adopters more comfortable for the cats.

Dr. Jane Brunt, Executive Director of the CATalyst Council, a non-profit organization formed to create the greatest lasting impact on feline health and care, participated as a member of the Churu Vet Feline Fund judging panel. “We are privileged to be part of awarding these shelters in need,” Brunt said. “We hope these funds, along with the use of Churu Vet, will help shelters foster and home more kittens and cats in the future, and help promote veterinary care throughout their lives.”

Clipper Distributing, the master distributor for Churu Veterinarian Formula and creator of the Churu Vet Feline Fund, is honored to provide these funds during this unprecedented time. “We know fundraising has been difficult during this pandemic,” said Kevin Speltz, President and CEO of Clipper Distributing. “The winning facilities will be able to create new programs and expand their resources, while also utilizing Churu Veterinarian Formula to help improve the lives of cats in their care.”

Lori Heeren, the executive director at the Nevada SPCA, accepted their check during an in-person check presentation in February. “Nevada SPCA can save more precious kitten lives this year because of the Churu Vet Feline Fund,” Heeren said. “Our award money enabled us to buy valuable, lifesaving supplies like incubators and nebulizers to treat kittens during those critical moments when they first enter our shelter. The Churu Vet Feline Fund has been a game changer for Nevada SPCA during kitten season in Southern Nevada.”

Churu Veterinarian Formula is an all-natural appetite motivator for cats. The highly palatable liquid-based puree can be used to reduce anxiety, increase socialization, aid in surgery recovery, deliver medication and more. Churu Vet delivers calories and hydrates while enticing appetites when cats otherwise won't eat or drink anything else.

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