

Press Release
For Immediate Release

Anima-Plus Helps Support Animal Sterilization Volunteers Will Spay and Neuter 57 Cats from the SPCA Valleyfield

Montreal, February 25, 2014 - Anima-Plus Group Inc. ("Anima-Plus") is pleased to announce that its team will once again mark the *Journée nationale de la stérilisation animale au Québec* (Quebec National Animal Sterilization Day), which is in its second edition, by conducting a mass sterilization clinic. Its team of volunteers will spay 22 female cats and neuter 35 male cats to help support the SPCA Valleyfield in their campaign to promote pet sterilization.

Taking place on March 30, the spay-neuter clinic links directly to the 'Love' component of Anima-Plus' mission, and is part of its social engagement program. The dogs and cats will come directly from the SPCA and have yet to be adopted.

"Since its founding in 2006, Anima-Plus has dedicated its knowledge, resources and experience to safeguard the health and welfare of animals," says Dr. Sarah A. Guénette, Co-founder, President, Chief Operating Officer and Medical Director. *"We offer our time and expertise to raise the public's awareness as we promote the importance of animal sterilization."*

Anima-Plus will also run an online awareness campaign. Using social media and a bit of humour, photos and messages will be shared over a week to shine a spotlight on the benefits of pet sterilization. Anima-Plus invites all animal-lovers to 'like' their Facebook page and share the messages.

"When you realize that one cat and her offsprings can give birth to several hundred kittens in a few years, it soon becomes clear that all of them will not find homes and many will become stray cats," adds Dr. Guénette. *"We know that the Province of Quebec already has the largest number of abandoned pets in Canada, which makes this day very important."*

Anima-Plus Group Inc.'s mission is to **Love, Care, Heal** animals since 2006. An industry leader, the Quebec-owned company employs a team of 60 in its five veterinary hospitals in Montreal and Gatineau, including 18 veterinarians. Concerned with animal welfare, its veterinarians provide the latest in cutting-edge medicine and treatments, focusing on pain prevention and the respect for animal life, integrity and dignity. Anima-Plus is also deeply involved in organizations, zoos and pet shelters in addition to contributing to several initiatives that benefit the SPCA. Its veterinary hospitals are accredited by the American Animal Hospital Association (AAHA), certifying the Group's commitment to the highest standards of excellence in its field in North America. www.anima-plus.com

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