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Cat's Cradle Announces 2025's Beat the Heat Challenge

Harrisonburg, VA- Cat's Cradle, a nonprofit cat rescue in the Shenandoah valley, has announced that its annual *Beat the Heat* event is back.

Beat the Heat is an event that Cat's Cradle hosts yearly. The goal of Beat the Heat is to spread awareness and inspire donations for their spay/neuter program which aims to manage the local cat populations and provide preventative measures against unwanted litters. By spaying and neutering, Cat's Cradle prevents an increase in homeless cats and abandoned kittens.

This year, from February 15th to April 19th, Cat's Cradle is going all out to engage the community in this event and reach a fundraising high. Last year, their Beat the Heat challenge raised \$10,000 dollars for their spay/neuter program, and this year, the goal is to raise \$15,000. To help with this goal, Cat's Cradle has set up an exciting lineup of activities for this year's Beat the Heat goals like a virtual adoption drive, a partnering with JMU's Duke Dog to advocate for the importance of spay/neutering pets, and partnering with local vet offices to provide discounted spay/neuter fees through the duration of the event.

To help the cause, visit www.catscradleva.org/donate or the Facebook page at facebook.com/catscradleva to donate or find out other means to contribute to help Beat the Heat.