

Memphis Animal Services Staff Member Awarded Maddie's® Neonatal Kitten Nursery Apprenticeship at Austin Pets Alive!

Shelter hopes this specialized training will help save more kittens than ever

Memphis, Tenn., June 8, 2017 – Memphis Animal Services today announced that Volunteer & Outreach Specialist Dani Rutherford has been awarded the Maddie's Neonatal Kitten Nursery Apprenticeship at Austin Pets Alive!

Thanks to Maddie, Rutherford will receive free training in the form of an online course as well as five days of hands-on learning at the Austin Pets Alive! neonatal kitten nursery, in addition to a travel stipend. This training will allow her to immediately implement new lifesaving programs here in Memphis.

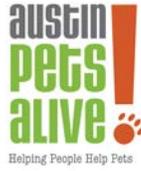
The Neonatal Kitten Nursery Program at Austin Pets Alive!, also known as the Bottle Baby Program, is a unique and creative approach to saving an entire class of especially fragile, homeless animals. The program targets orphaned, unweaned kittens that were fated for euthanasia at many Central Texas shelters.

"The improvements Dani has already helped us make in our foster program, and especially for bottle-fed kittens, have been remarkable," said Alexis Pugh, MAS Administrator. "We can't wait to see what she can do after she's had the opportunity to train with the pioneers at Austin Pets Alive!, and we can't thank Maddie's Fund® enough for making it possible."

Rutherford currently oversees three key programs at MAS: fosters, volunteers, and Pet Placement Partner rescue groups. Since Rutherford joined the MAS staff on March 6, 2017, the shelter's mortality rate for kittens under five months old has dropped 87 percent, from 24 percent of intakes during a three-month period in 2016 to 3 percent of intakes during the same period in 2017.

The No Kill Training Academy is a pilot program made possible by Maddie's Fund®. Animal welfare professionals interested in learning about the revolutionary lifesaving programs in Austin can apply to one of seven apprenticeships currently offered. Each apprenticeship offers the unique opportunity to participate in a hands-on learning experience at either Austin Pets Alive! or Austin Animal Center.

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About Memphis Animal Services

Memphis Animal Services offers a wide range of programs and services including the sheltering of lost and homeless animals, pet adoption and placement, spay/neuter programs, handling of animal control complaints & bite cases, dog licensing, cruelty investigations, humane education, and more. For more information, visit www.memphisanimalservices.com, call 901-636-1416, or visit the facility at 2350 Appling City Cove. To become a fan of Memphis Animal Services on Facebook go to: <https://www.facebook.com/memphisanimalservices/>. Follow Memphis Animal Services on Twitter & Instagram @AdoptMAS.

About Austin Pets Alive!

Austin Pets Alive! Is a 501(c)(3) nonprofit organization focused on saving the healthy and treatable pets at risk of euthanasia at city shelters. Our mission is to promote and provide the resources, education and programs needed to eliminate the killing of companion animals.

Visit austinpetsalive.org for more information.

About Maddie's Fund®

Maddie's Fund® is a family foundation created in 1994 by Workday® co-founder Dave Duffield and his wife, Cheryl, who have endowed the Foundation with more than \$300 million. Since then, the Foundation has awarded more than \$187.8 million in grants toward increased community lifesaving, shelter medicine education, and pet adoptions across the U.S. The Duffields named Maddie's Fund after their Miniature Schnauzer Maddie, who always made them laugh and gave them much joy. Maddie was with Dave and Cheryl for 10 years and continues to inspire them today.

Maddie's Fund is the fulfillment of a promise to an inspirational dog, investing its resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat. #ThanksToMaddie.

Visit maddiesfund.org for more information.