

**FOR IMMEDIATE RELEASE**

## **Climbing For Kitties Local Fundraising Event**

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TYPE: **Volunteer, Local Profile, Feature Article, Calendar, Local Event, Local Businesses in Community Involvement**

June 22, 2013

4-6p

RockSport Indoor Climbing

1901 Silverada Blvd, #10

Reno

Press, Photographers, Video welcome at practice climbs and event. Locals available for interview. Climbing gym very photogenic.

VIDEO AND STILLS AT: **<http://climbingforkitties.com/press>**

## **Climbing For Kitties**

### **Local Group Scales New Heights To Fundraise For Cat Rescue**

**Reno, NV** | A team of fundraisers is training in the climbing gym to prepare for their toughest challenge. Some have had no climbing experience at all. They'll put aside their fears and fatigue and climb with everything they've got to raise money for Feline Rescue of Northern Nevada, a local non-profit cat rescue organization.

"When I heard this event benefitted Feline Rescue I knew it was something I had to do. They do such great work and I wanted the physical challenge," said Reno native Danielle Mayabb, a government librarian.

Eight other team members have joined the effort. The Black Cat Team will ascend a cumulative 175' feet each on June 22 at Rocksport Indoor Climbing Gym. That's higher than the world's tallest climbing wall. The Manx Team have set their sights on a total 75', while the Tabby Team members will climb 35'.

Members of the Maine Coon Belay Team will support climbers by staying on the ground holding the other end of the rope the climbers are tied to. Should a climber slip, the

belayers will make sure they don't hit the ground. Climbing For Kitties members range in age from 14 to 55.

The public is welcome to watch the climbers reach their goal and enjoy light refreshments provided by local eatery Great Full Gardens.

"I feel that every one of God's creatures has a soul, & feels love, pain, & emotion. It's up to us to see that our precious kitties & other critters know what it feels like to be loved," says Tabby Team member Lisa Wallace, a Registered Nurse who started training in May.

"Our goal is to raise \$5000 for a local animal rescue organization. Their work involves cats that have been abandoned because they are geriatric, blind, their legs don't work or need diabetic attention several times a day," said Billy Howard, the event organizer

### **About Feline Rescue**

"Feline Rescue of Northern Nevada offers reduced cost spay/neuter vouchers to the public as well as helps those in need through our "Cats in Crisis" program designed to keep cats with their families and out of shelters," said Susan Shinn Cesarini, whose popular Cozy Cattery boarding spa helps fund the rescue organization.

"We train volunteers in cat care including feline CPR, we offer food and litter programs and our feline sanctuary serves as a placement partner for geriatric, disabled and special needs cats to other animal rescue organizations in Northern Nevada and Northern California."

### **About Climbing For Kitties**

Climbing for Kitties is a community project of RenoVegans, an educational organization helping people switch to the popular vegan diet and raising funds for needy animal rescue organizations. So far the group has raised nearly \$5000 for organizations this year alone. Their list of new members wanting to take on the vegan lifestyle grows weekly.

### **Community Business Involvement**

In addition to support from RockSport Climbing Gym, Climbing For Kitties is supported by the makers of Ultima Replenisher, an athletic endurance supplement. Local eatery Great Full Gardens is providing vegan refreshments for the event.

"Great Full Gardens is proud to support the climbers working so hard to benefit our community and the good work of Feline Rescue of Northern Nevada," said owners Gino and Julianna Scala. Their new MidTown restaurant offers a variety of vegan dishes along with one-of-a kind traditional faire. Gino's soups have been served at UNR's Pathways Cafe and are now on shelves at The Great Basin Community Food CoOp and Whole Foods Market.

### **Local Vegan Group Growing**

Howard credits the national trend toward a vegan lifestyle to Bill Clinton's switch from surgeries to a plant-based solution for his ailing heart. "The guy looks better than he did when he took office in 1992. And people are noticing. A few years ago his life expectancy was in question and now he's thriving. We see this with a lot of people who join our group and take on a healthy whole foods plant-based diet."

Vegans also spurn the use of any animal products like leather and down feathers. "It's not just that we don't want to use animals products, we want to end the barbarity that creates them. We have lots of videos on our website. When people see how these products are made and the intolerable suffering of thousands of animals every day, they usually don't want to be a part of it any more."

### **Billy Howard/RenoVegans**

Howard's interest in a healthy, athletic and compassionate lifestyle for himself has lead him to amass an extensive globally recognized website and local community called RenoVegans. He holds a certificate in plant-based nutrition from Cornell University.

Dedicated to athletic health via fundraising for animals, Billy, known to his friends as the animals' athlete, trained for and ran the LA Marathon in a mere 15 weeks raising funds for the national organization Farm Sanctuary.

While on a marathon training run of 20 miles, Billy was inspired to create Climbing For Kitties. He started training to climb, something he's never done before, upon his return from the marathon. The interest was immediate, people signed up at the first announcement and the event was born.

### **Selected Climbers Profiles**

**Danielle Mayabb**, a vegetarian for many years and vegan for the last 3, is a government librarian and native of Reno. "Since I was 2 years old I've had a special relationship with cats. I was going to be a veterinarian when I grew up. Even though I didn't end up becoming a veterinarian, I do try to make a difference for animals by volunteering, donating, and doing events like C4K. I've climbed a little bit in my life. When I heard this event benefitted Feline Rescue I knew it was something I had to do. They do such great work and I wanted the physical challenge."

**Susan Shinn Cesarini** has always been a cat lover as evidenced by her founding Feline Rescue of Northern Nevada and Cozy Cattery, a top notch boarding resort for cats only. Susan's compassion for animals doesn't stop with cats, "I help other animals, as well, through my vegan lifestyle." With absolutely no climbing experience, Susan will take on any task to raise much needed funds to help cats in need in her community.

**Lisa Wallace** has loved animals since childhood. I had a kitty named Patches as a child. She was only with us for 4 years, but as I was an only child, she was my "sister" & best friend.

We now have a handsome, sweet kitty, Bodhi, who "found" us as a stray, when we lived in Salt Lake City. I feel that every one of God's creatures has a soul, & feels love, pain, & emotion. It's up to us to see that our precious kitties & other critters know what it feels like to be loved.

**Billy Howard**, known as "The Animals' Athlete" by friends, conceived Climbing For Kitties while on a 20 mile training run for the 2013 LA Marathon to raise funds for a national rescue organization. Founder of RenoVegans and a life-long vegan himself, Billy's many community-oriented activities include Chair of his Neighborhood Advisory Board, an appointment by the Reno City Council, graduate of the Washoe County Engaged Leadership Academy and participation in the Master Gardeners program. He is delighted at the reaction and participation of the climbers from the inexperienced to the life-long climbers who have come out to support a needy local rescue organization.

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