



## Press Release

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# Boomer's Haven Animal Rescue & Sanctuary and Warm Whiskers Project Join Forces to Better Help Stray and Feral Cats in Southern Alberta

IRRICANA, AB, CANADA – September 8, 2025 – Boomer's Haven Animal Rescue & Sanctuary (BHARS) is excited to announce a new initiative in partnership with Southern Alberta based feline welfare organization Warm Whiskers Project (WWP). Through the combined efforts of these nonprofit organizations, new hope will be brought to stray and feral cats that are not suited for indoor living environments.

Established in December 2024, WWP supports communities across Alberta through a range of initiatives aimed at improving the lives of feral and stray cats. The WWP Barn Program places fully vetted feral and semi-feral cats on properties where they can thrive as working cats, while receiving consistent food, shelter, and a forever home. WWP also humanely traps stray and feral cats to spay or neuter, vaccinate, and return them to their original locations—where ongoing support is provided to maintain healthy, stable colonies. Additionally, using donated coolers and totes, WWP constructs insulated shelters to keep colony cats warm, dry, and protected from the harsh Alberta climate.

"The merger with Boomer's Haven marks an exciting new chapter for the Warm Whiskers Project. We're already feeling the ripple effects in the community through the added support and resources, and it's only the beginning. This partnership means more programs, more cats helped, and more opportunities to connect with the people who care about them. Together, we're committed to making it better.", said Deveney Gillies, co-founder of Warm Whiskers Project.

This new initiative will enable WWP to continue its work with the administrative and structural support needed to expand its impact on feline welfare. With the backing of BHARS, WWP can more effectively address Alberta's stray and feral cat crisis by focusing on colony prevention and population control. Cat colonies—groups of unowned cats that gather near reliable sources of food and shelter—are a key focus in these efforts.



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"We're excited to welcome and support the Warm Whiskers Project as an initiative of BHARS, the team behind this project have an incredible passion for animal welfare that aligns well with our own mission and together we will continue to save many more animals and serve communities in our Province", said Executive Director and co-founder of BHARS, Marc Heethuis-Dubois.

With WWP now operating under the BHARS umbrella, this new initiative marks a significant step forward in addressing the growing stray and feral cat population in Alberta. By combining resources, expertise, and a shared commitment to compassionate care, both organizations are positioned to make a lasting impact on animal welfare in the province. Together, they are not only giving vulnerable cats a second chance—they are building stronger, more compassionate communities. BHARS encourages the public to get involved, support the cause, and be part of this life-saving mission.

## **About Boomer's Haven Animal Rescue & Sanctuary**

Boomer's Haven Animal Rescue & Sanctuary is a non-profit organization based in Irricana, AB, Canada. Dedicated to rescuing, rehabilitating and rehoming animals in crisis, our mission is to ensure healthy human-animal relationships through education and advocacy, and to inspire a community where the animal-human bond is celebrated and nurtured. BHARS also provides sanctuary to animals who may not be suitable for rehoming. We aspire to further the cause towards a world with compassion to all, and exploitation to none by bring awareness to animal welfare and strive for stronger personhood rights for the protection of all animals.