



NEWS RELEASE

# Actress and Animal Activist Nikki Reed Hosted the Third Annual Catdance Film Festival in Park City

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REED AWARDED THE GOLDEN LITTER SCOOP TO GRAND PRIZE WINNER AND DEBUTED A CUSTOM CAT DOME RING TO BENEFIT THE ASPCA® AT THE FESTIVAL PRESENTED BY THE MAKERS OF FRESH STEP® LITTER

**OAKLAND, Calif. (Jan. 24, 2015)** - Feline finery was in full swing on Saturday night for the furriest celebration of independent film. Now in its third year, the Catdance Film Festival\* presented by Fresh Step® litter and hosted by actress and animal activist Nikki Reed, returned to famed Park City, Utah at the heart of the independent film scene on Jan. 24. Reed bestowed the coveted Golden Litter Scoop to the best original feline short film and entertained guests with other MEOW-velous festivities.

Fresh Step presented Catdance as part of its Million Meow Mission, a campaign to help shelters and rescues find more forever homes for cats. For the first time, feline film fans mingled with adoptable kittens on the red carpet. Six featured films starring shelter cats were debuted at the festival along with a custom 14-karat gold and diamond cat dome ring worn by Reed. The feline bling is now on auction via **FreshStep.com** and 80 percent of the auction price will benefit the ASPCA® (The American Society for the Prevention of Cruelty to Animals®).

"I was thrilled to host the Catdance Film Festival this year and support Fresh Step in its Million Meow Mission," said Reed. "I got to share the red carpet with adorable kittens, debut amazing feline films starring shelter cats, and wear a stunning cat ring to benefit the ASPCA, a cause very close to my heart - what's not to love about this special night!"

### Give a Round of Ap"paws" For Fantastic Feline Films

Catdance scratched the surface of kitty flicks in its first two years, and was back this year with six original cat short films, each starring shelter cats. The festival helped shine the spotlight on the fun and quirky nature of cats and supported Fresh Step in its Million Meow Mission. Help share 1 million cat moments using #MillionMeowMission.

"The 2015 Catdance Film Festival gives Fresh Step an opportunity to recognize and support both the talented filmmakers that put kitties on the silver screen and the adorable, adoptable felines that deserve the spotlight," said Shekinah Eliassen, Fresh Step brand manager. "We hope the films will inspire cat lovers to support their local shelters and consider adopting a shelter cat."

### And the Winner Is...

While many filmmakers pounced at the opportunity to enter, Reed bestowed the coveted 2015 Golden Litter Scoop and a \$10,000 "kitty" to grand prize winner Alana Grelyak, who wrote "French CATastrophe."

"I've been a Catdance finalist for the past two years, and the third time proved to be a charm," said Grelyak, who resides in Chicago. "I created 'French CATastrophe' with my husband Michael Gabriele as a part of The CATastrophes Web Series, a project we started as a creative way to draw attention to adoptable cats and to bring awareness to various rescue topics. With Catdance highlighting the film and our mission, I feel like we won twice."

In "French CATastrophe" the lead character Kris signs up for Frenchat.com thinking he's going to improve his language skills, but when his foreign exchange teacher Guy LaFurrr arrives, he's shorter and furrrier than expected. The film stars Rocky Grelyak as Guy LaFurrr, as well as Alana Grelyak, Kris Flanagan, Sara Wolfson, Theodore Hahn, Amadine Minaud, Philip Zimmermann, and cats from Tree House Humane Society in Chicago. Steven Vandeven of Static Studios was the sound mixer and the film was directed and edited by Michael Gabriele.

Also making its Catdance Film Festival debut was Fresh Step Lightweight Extreme litter, which presented a special film called "Hover Cat" showing how cats defy gravity. All kitty lovers can get their feline flick fix at **FreshStep.com** where the 2015 Catdance films are now available.

### Bring on the Beautiful Bling to Benefit the ASPCA

In addition to introducing the films, Reed debuted the latest in feline bling to benefit the ASPCA®. Striking a pose on the catwalk, Reed wore a paw-some ring designed by jewelry artist Ashley Berman of Ashley Morgan designs. The one-of-a kind cat-inspired dome ring is 14-karat gold with stunning sapphires and diamonds that make kitty's

face irresistible. Feline fashion lovers everywhere have the chance to get their paws on this custom ring, which is now on auction through Feb. 10 via **FreshStep.com**. Eighty percent of the auction price will benefit the ASPCA®.

### Fresh Step's Million Meow Mission

Fresh Step's Million Meow Mission is designed to help shelters find cats loving homes. "For more than a decade, we've supported a multitude of cat care causes," said Eliassen. "Through the Million Meow Mission, Fresh Step users can take simple steps that benefit cats in need one scoop at a time, one cat at a time."

Each time a Fresh Step Paw Points member enters their point, Fresh Step donates a scoop of litter (up to 1 million scoops) to animal shelters. Members can also join the Mission by donating their Paw Points to local animal shelters. Fresh Step has already donated nearly 4 million points to local animal shelters. To learn more or join the Million Meow Mission, log onto **freshstep.com/pawpoints**.

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### The Clorox Company

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### About the ASPCA®

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first animal welfare organization in North America and serves as the nation's leading voice for animals. More than two million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. For more information, please visit **www.ASPCA.org**, and be sure to follow the ASPCA on **Facebook**, **Twitter**, and **Pinterest**.

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\*Fresh Step litter is hosting the screening and using the Catdance Film Festival name with permission, but is not an official sponsor of the Sundance Film Festival

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