



NEWS RELEASE

# Fresh Step Launches Million Meow Mission to Help Shelters Find Cats Loving Homes

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NATIONAL LITTER DONATION AND  
CATDANCE FILM FESTIVAL SHINE  
SPOTLIGHT ON ANIMAL ADOPTION

OAKLAND, Calif. (September 11, 2014) - Cats reward our lives in millions of ways, yet the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) estimates that there are approximately 3.4 million cats in need of loving homes this year. As a long-standing supporter of the ASPCA, Fresh Step is upping its commitment to shelters nationwide with the launch of its 'Million Meow Mission' to improve the lives of shelter cats and to help more cats find forever homes.

Fresh Step's Million Meow Mission, which kicks off today, is designed to help shelters find cats loving homes. "For more than a decade, we've supported a multitude of cat care causes," said Shekinah Eliassen, Fresh Step Brand Manager. "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."

## One Million Paw Points for Cat Shelters and Rescues

As part of the Million Meow Mission, Fresh Step's Paw Points loyalty program is making it easier to help cats in need. Paw Points members can now choose to donate their points to the shelter of their choice, who in turn can redeem points for free litter, and other cat toys and other necessities. Shelter and rescue organizations interested in participating in the program can register at [freshstep.com/pawpoints](http://freshstep.com/pawpoints). Through its site, Fresh Step will provide shelters and rescues with materials to encourage their cat community to participate in the donation program.

## One Million Scoops of Fresh Step Litter for Cats in Need

Shelters know that an odor-free environment not only keeps cats happy, but also boosts adoptions. As users enter Paw Points codes throughout the Million Meow Mission program Fresh Step will step up its own commitment by donating one million scoops of litter.

"Shelters and rescue groups across the country work tirelessly to care for cats while helping them find a loving home," says Elysia Howard, vice president of marketing & licensing for the ASPCA. "The Fresh Step Paw Points donation program will provide shelters and rescue groups with resources that will help them continue to care for cats in need."

## Celebrate One Million Meow Moments

Fresh Step will celebrate one million meow moments with the return of the 3rd Annual Catdance Film Festival\*. Park City's furriest celebration, the Catdance Film Festival is now accepting submissions of original short films (up to four minutes) and extra short films (up to 15 seconds) starring cats from now until December 1, 2014. The best original short film will be awarded a \$10,000 'kitty' and a trip for two to the Catdance Film Festival in Park City, Utah. Top honors in the extra short film category will win \$1,500.

In honor of Fresh Step's Million Meow Mission, the 2015 festival shines a spotlight on shelter cats. Filmmakers are encouraged to make shelter cats the star of the show by giving these "unknown" actors their big break in the next Catdance classic. For complete rules visit <https://www.freshstep.com/promotions/catdance-festival-2015/>

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

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