



NEWS RELEASE

Fresh Step® Litter's Million Meow Mission Continues To Help Shelter Cats Find Loving Homes

10/20/2015

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

OAKLAND, Calif., Oct. 20, 2015 /PRNewswire/ -- The makers of Fresh Step® litter continue their mission to help improve the lives of shelter cats and help more shelter cats find forever homes with the return of its Million Meow Mission. Entering its second year, Fresh Step has already donated millions of dollars to animal welfare causes and more than one million scoops of litter to shelters nationwide.

Giving Love By the Scoopful

This year, Fresh Step continues its commitment to shelter cats with an additional donation of one million scoops of litter to shelters nationwide while offering enhanced opportunities for its Paw Points loyalty members to get involved. Members can:

- Enter their Paw Points Code to show support for shelter cats and receive a Million Meow Mission badge to share on social media
- Donate Paw Points to support shelters and receive a \$2-off Fresh Step coupon, while supplies last, and a Million Meow Mission badge to share on social media
- Share their Adoption Story with the community

In turn, participating shelters can redeem Paw Points for free Fresh Step litter, as well as other cat necessities, care items and toys. Shelter and rescue organizations can register at freshstep.com/pawpoints to begin receiving donations. Through its site, Fresh Step will provide shelters and rescues with materials to encourage their cat community to participate in the donation program.

"At Fresh Step, we understand the immense amount of love and joy our cuddly cats bring us. They reward us in millions of ways which is why we are committed to giving back through our Million Meow Mission program," said Nick Meyer, Fresh Step Director of Marketing, Litter.

Every Person Can Make a Paws-itive Impact on a Cat's Life

When a cat is terminally ill, end-of-life care or hospice is a peaceful way for a cat to spend his final days. Fostering at that stage is called "fospice care". **Watch the incredible story of Bosley**, a strong cat who overcame the odds and spent a wonderful year with a caring family. The Million Meow Mission strives to help all cats experience a loving home. Whether through caregiving, volunteering or donation, every act of kindness to a cat in need is a gift.

For more information on the Million Meow Mission and to get involved, visit <https://www.freshstep.com/paw-points/million-meow-mission>.

Turn Your Cat's Tale Into Movie Magic

In honor of Fresh Step's Million Meow Mission, the 4th Annual Fresh Step Catdance Film Festival* shines the spotlight on shelter cats. Fresh Step encourages filmmakers to make shelter cats the star of the show by giving these "unknown" actors their big break in the next Catdance classic.

The Catdance Film Festival is now accepting submissions of original short films (up to four minutes) starring shelter cats from now until December 14, 2015. The best original short film will be awarded a \$25,000 'kitty' and a trip for two to the Catdance Film Festival in Park City, Utah and the coveted Golden Litter Scoop.

"We know there's a story inside every cat and can't wait to see how those stories come to life for the silver screen," said Meyer. "Whether showing a sweet adoption story or highlighting funny, quirky or stealth cat moments, Fresh Step will honor the best of the best at the feline fête in Park City."

To learn more about the Fresh Step Catdance Film Festival's complete rules and to enter a film visit freshstep.com/catdance2016.

The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products

with about 7,700 employees worldwide and fiscal year 2015 sales of \$5.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings; Brita® water-filtration products and Burt's Bees® natural personal care products. The company also markets brands for professional services, including Clorox Healthcare®, HealthLink®, Aplicare® and Dispatch® infection control products for the healthcare industry. More than 80 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories.

The company also has been recognized recently for its corporate responsibility efforts with two Climate Leadership Awards for Excellence from the U.S. Environmental Protection Agency and inclusion on the 2015 Newsweek Green Rankings and Corporate Responsibility magazine's 100 Best Corporate Citizens 2015 list. The Clorox Company and The Clorox Company Foundation contributed more than \$15 million in combined cash grants, product donations, cause marketing and employee volunteerism during the past year. For more information, visit TheCloroxCompany.com, the [CR Matters Blog](#) and follow the company on Twitter at [@CloroxCo](#).

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NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER WHO DID NOT PURCHASE ANY EQUIPMENT FOR PURPOSES OF ENTERING THE CONTEST. VOID WHERE PROHIBITED. Enter Contest by: 12/14/15 at 11:59 p.m. PT. For Official Rules and prize descriptions, visit <https://www.freshstep.com/promotions/catdance-festival-2016/>. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612

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

Media Contacts:

Katie Young, PDC PR
401.529.3955
Katie@pdcpr.net

Anne Marie Ghigo, Clorox
Anne.Marie.Ghigo@clorox.com

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/fresh-step-litters-million-meow-mission-continues-to-help-shelter-cats-find-loving-homes-300162132.html>

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