



NEWS RELEASE

Hannah Simone To Host The Fourth Annual Catdance Film Festival In Park City

1/21/2016

FESTIVAL FEATURES FIRST-EVER
VIRTUAL REALITY EXPERIENCE
THROUGH THE EYES OF A CAT AND
DEBUTS NEW FRESH STEP® WITH
THE POWER OF FEBREZE™

OAKLAND, Calif., Jan. 21, 2016 /PRNewswire/ -- Park City's celebration of independent film starring shelter cats is roaring back in a whole new way. "New Girl" actress Hannah Simone will roll out the red carpet for the best of feline film and debut a virtual reality cat adoption experience - as seen through the eyes of a cat - at the Catdance Film Festival* presented by new Fresh Step® with the power of Febreze™. Simone will bestow the coveted Golden Litter Scoop and \$25,000 grand prize at the cat-adelic themed feline fete on Saturday, Jan. 23 at Cisero's, 306 Main St., in Park City during another iconic independent film festival.

"I love the funny and sweet moments I have with my cats, Jake and Frank, so I'm honored to be celebrating these moments at the Catdance Film Festival," said Simone. "It's going to be a spectacular event for the star of the show - shelter cats. They'll walk the red carpet, take over the silver screen, and tug at guests' heartstrings through a very cool virtual reality experience."

Cat's Eye View

Guests will don cat ears and virtual reality goggles to experience for the first time ever what it's like to be a cat being adopted, from the tearful moment they're overlooked to joyful union with its new family.

"Virtual reality is becoming a major force in the evolution of storytelling, so we see it as an exciting opportunity to create a more empathetic view of the shelter cat experience," said Nick Meyer, Fresh Step Director of Marketing, Pet Products. "If the world could see how much adoption means from a cat's point of view, shelters would be empty. We hope this will rally animal lovers to join our Million Meow Mission to improve the lives of shelter cats and find them more forever homes."

While the experiential content will debut in Park City at the Catdance Film Festival, feline film fanatics can have the same virtual experience at home with cardboard goggles and by visiting freshstepadoptionvr.com.

Ready For a Feline Film Fix

Catdance has always been at the forefront of creative cat cinema, and is back this year with even more original cat films starring shelter cats. Simone will screen the best of the best on the big screen before presenting the coveted 2016 Golden Litter Scoop and \$25,000 "kitty" to the grand prize winner. Visit FreshStep.com to preview some Catdance classics and return on Saturday evening to watch the winning film and other official selections.

The Purrfect Match

In addition to celebrating the premiere of original short cat films, Catdance will debut a purrfect partnership that has just been formed: Fresh Step with the power of Febreze. Finally, it's possible to make litter odors vanish. New Fresh Step with the power of Febreze doesn't just mask the odors, but it eliminates them. This is the only cat litter with the power of Febreze and also boasts a new lower dust formula, for cleaner surfaces and cleaner air. Fresh Step with the power of Febreze was created to make both cats and their owners happy by leaving the house smelling fresh, which is definitely worth celebrating.

Giving Love By the Scoopful

Fresh Step with the power of Febreze is presenting the Catdance Film Festival as part of its Million Meow Mission, a campaign to help more shelter cats find loving forever homes. Fresh Step is committed to donating one million scoops of litter to shelter nationwide. Through the Fresh Step Paw Points loyalty program, members can donate their Paw Points to the shelter of their choice. In turn that shelter can redeem Paw Points for free Fresh Step litter, cat necessities, care items and toys. Through caregiving, volunteering, and donations, every act of kindness to shelter cats is a gift, and the Million Meow Mission seeks to provide that for every cat. For more information on the Million Meow Mission and to get involved, visit www.freshstep.com/millionmeowmission.

The Clorox Company

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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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