



**NBCUniversal**  
Owned Television Stations  
  NBC Owned Television Stations  
Telemundo Station Group



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## **FOR IMMEDIATE RELEASE**

### **CAT'S PRIDE® JOINS NBCUNIVERSAL OWNED TELEVISION STATIONS' CLEAR THE SHELTERS™ NATIONWIDE PET ADOPTION CAMPAIGN**

*Cat's Pride's sponsorship further extends its long-standing commitment to helping animals in need. With its Litter for Good™ program, every time a consumer buys a green jug of Fresh & Light®, Cat's Pride will donate a pound of litter to animal welfare organizations across America*

**NEW YORK, NY** – (July 25, 2018) – NBCUniversal Owned Television Stations, a division of NBCUniversal, today announced Cat's Pride, part of family-run company Oil-Dri Corporation of America (NYSE:ODC), is a national sponsor of NBC and Telemundo Owned Stations' fourth annual Clear the Shelters™ nationwide pet adoption campaign. The stations' campaign launches in August 2018 across more than 70 markets and culminates on Saturday, August 18. On this day, hundreds of animal shelters and rescues will offer pet adoptions at low or no cost to help families adopt a new pet. In addition, Cat's Pride will provide coupons for litter, informational adoption booklets and much more during Clear the Shelters™ as well as share information with shelter supporters on how to nominate a local or favorite shelter to receive donated cat litter. Since 2015, NBC and Telemundo Owned Stations' Clear the Shelters™ campaign has resulted in more than 150,000 pet adoptions.

“Cat's Pride has a proven track record of helping animals in need. Through its Litter for Good program, every time someone purchases a green jug of Cat's Pride Fresh & Light, a pound of litter is donated to animal welfare organizations across the country. This is addressing a critical need that shelters face, especially during the summer months when kitten populations rise due to spring litters. We're excited to

work with a company that shares our commitment to helping shelter cats and all shelter pets,” said Bruce Kallner, Senior Vice President of Strategic Sales and Marketing, NBCUniversal Owned Television Stations.

Clear the Shelters’ national sponsor Cat’s Pride will also provide giveaways and discounts to new pet parents that adopt a pet through Clear the Shelters™ to help them and their pets start off their new life together. Cat’s Pride will provide all participating shelters with informational adoption booklets that include a coupon for savings on Cat’s Pride Fresh & Light litter. At select shelters, Cat’s Pride representatives will be present to offer items such as pre-filled litter trays, blankets and more. Giveaways and discounts provided may vary by location.

“Cat’s Pride is proud to be a sponsor of NBCUniversal Owned Television Stations’ Clear the Shelters™ pet adoption campaign. We have seen the great success of the past campaigns, and we hope that this year, even more animals can find their forever homes. We have been donating litter to shelters for decades, but now we’re excited to extend that support to even more shelters across the country,” said Dan Jaffee, president and CEO of Oil-Dri, maker of Cat’s Pride. “It’s never been easier to help. Supporters can nominate their favorite animal shelter to receive free litter at [www.catspride.com/litterforgood](http://www.catspride.com/litterforgood). [Cat’s Pride](#) Fresh & Light is a revolutionary cat litter that delivers the ultimate performance, including superior odor control, strong clumping and low dust and tracking. Plus it’s up to 50 percent lighter than traditional heavyweight scoopable litters and helps animals in need. You buy a jug and we donate a pound.”

For more information and news about the NBCUniversal Owned Television Stations’ Clear the Shelters™ pet adoption campaign including participating shelters and rescues, visit [CleartheShelters.com](http://CleartheShelters.com). You can also follow the effort on social media by using the hashtag #CleartheShelters. To access information in Spanish, please visit [DesocuparlosAlbergues.com](http://DesocuparlosAlbergues.com) and follow #DesocuparlosAlbergues.

### **About NBCUniversal Owned Television Stations**

NBCUniversal Owned Television Stations is the division of NBCUniversal that includes 40 NBC and Telemundo local television stations serving 28 markets, a regional news network and their associated websites and digital platforms, as well as a group of out-of-home properties, a production company, an in-house marketing and promotions company and two national multicast networks, COZI TV and TeleXitos. The local stations, which can be viewed in 37 percent of U.S. homes and in Puerto Rico, produce and deliver their local communities compelling and unique local news, real-time weather forecasts, consumer and investigative reports and entertainment programming across all platforms to help keep their English and Spanish-speaking audiences informed anytime and anywhere.

### **About Oil-Dri**

Oil-Dri Corporation of America (NYSE:ODC), a leading supplier of specialty sorbent products for the animal health, fluids purification, agricultural ingredient, sports field, industrial and automotive markets has more than 75 years of sorbent mineral expertise. Oil-Dri is a leading manufacturer of cat litter. “Cat’s Pride”, “Fresh & Light”, “Fresh & Light Ultimate Care” and “Changing Litter for Good” are registered trademarks of Oil-Dri Corporation of America. “Litter for Good” and “LOOK FOR THE

GREEN JUG” are trademarks of Oil-Dri Corporation of America. From research and development at our Innovation Center outside of Chicago to our manufacturing plants in Georgia, Mississippi, Illinois and California, our Cat’s Pride products are proudly made in the USA. For more information, visit [www.oildri.com](http://www.oildri.com) or [www.catspride.com](http://www.catspride.com).

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