



Cat's Pride® Announces Litter For Good™ Program

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DONATES ONE POUND OF LITTER TO ANIMAL SHELTERS FOR EACH JUG PURCHASED

CHICAGO, Jan. 10, 2018 /PRNewswire/ -- Cat's Pride® today announces its national "Litter for Good" program as part of its long-term commitment to help save America's shelter cats through partnerships with and donations to animal welfare organizations across the country. The Litter for Good™ program encourages consumers to nominate their favorite animal shelters to receive free litter at www.catspride.com/litterforgood and to purchase a green jug of [Cat's Pride®](#) Fresh & Light® litter. For every green jug sold, Cat's Pride will donate a pound of litter to shelters nationwide to help animals in need, with the goal of five million pounds of litter donated this year and twenty million pounds by the year 2020. Cat's Pride is also continuing to partner with actress, producer and animal rights activist Katherine Heigl to help promote the program through "Litter for Good" videos, TV commercials and social media advocacy to encourage all shelters around the country to participate.



Consumers can nominate local animal shelters to receive free litter. The more nominations shelters receive, the more litter they are eligible to claim. When a green jug of [Cat's Pride®](#) Fresh & Light® litter is purchased, a pound of litter will be added to the total amount donated. Two pounds will be donated for every box and pail of Fresh & Light litter purchased. Consumers can visit catspride.com and sign up for the free Cat's Pride Club, click on the "Litter for Good" button and nominate a local shelter to receive litter.

"Through our work with animal shelters, we know how much they appreciate donations of litter and I'm thrilled to play a part in helping Cat's Pride support this initiative," said Katherine Heigl. "Litter donations will make a huge difference by freeing up dollars that shelters can use toward saving more companion animals."

The program addresses a critical need in the shelter community, where 3.2 million cats enter shelters every year and over half are euthanized. Cat's Pride is committed to Changing Litter for Good®, by developing innovative, high performance products, minimizing the environmental impact of its business, and supporting the work of animal welfare organizations nationwide.

"We have been donating litter to shelters for decades, but now we're excited to extend that to even more shelters across America," said Dan Jaffee, President and CEO of Oil-Dri, maker of Cat's Pride. "It's never been easier to help. Shelters tell us they desperately need donations of litter and this is a great, simple way for consumers to make a difference. You buy a jug and we donate a pound."

Helping animals is second nature to Jaffee, a third-generation President and CEO of the family-run company, Oil-Dri. He is passionate about cats and litter and as a 20-year board member of The Anti-Cruelty Society®, Jaffee takes a personal interest in helping animals and improving Cat's Pride products, to improve the lives of cats.

[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. Fresh & Light is carried in most major grocery stores, Walmart and online at Amazon.com and Chewy.com. LOOK FOR THE GREEN JUG™!

About Katherine Heigl

Katherine Marie Heigl is an Emmy Award winner and two time Golden Globe nominated actress and producer, best known for her starring roles in the feature films ["The Ugly Truth"](#), ["27 Dresses"](#) and ["Knocked Up"](#), as well as her portrayal of Dr. Isobel 'Izzie' Stevens in the television medical drama ["Grey's Anatomy"](#). Heigl was most recently seen starring in the Warner Bros. film ["Unforgettable"](#) (2017) as well as Open Road Films' animated feature film ["The Nut Job 2: Nutty by Nature"](#) (2017). In 2008, Katherine co-founded along with Nancy Heigl, her mother and producing partner, the

Jason Debus Heigl Foundation, an organization dedicated to ending animal cruelty and abuse and promoting animal welfare. Heigl is married to singer-songwriter Josh Kelley and the couple has two daughters Nancy Leigh Mi-Eun, Adalaide Marie Hope and son Joshua. Heigl lives in Utah, where she resides with her family, nine dogs and four cats. For more information please visit: <http://www.kheigl.com/biography/>.

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 and 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 or www.catspride.com.



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