



CAT'S PRIDE SETS GOAL OF DONATING 500,000 POUNDS OF LITTER TO HELP ANIMAL SHELTERS IN APRIL

March 27, 2025 3:30 PM EDT

CHICAGO, March 27, 2025 /PRNewswire/ -- Cat's Pride®, a brand of Oil-Dri Corporation of America (NYSE: [ODC](#)), will donate up to 500,000 pounds of cat litter to local animal shelters. The effort is part of their "Love that Lasts" campaign that begins April 1 and ends on April 30, 2025 which coincides with national "Adopt a Shelter Pet Day."

"More than 3 million cats enter shelters each year, and it can be cost prohibitive for small animal rescue organizations to care for the animals' basic needs. Necessities including food, safe housing, and cat litter are critical to their care, so we plan to triple our donation in April. Our "Love That Lasts" program reduces a resource burden on animal shelters by helping with basic needs so they can focus on finding cats a forever home," said Lisa Mak, Vice President of Marketing, Consumer Packaged Goods at Oil-Dri Corporation of America.

Lightweight litter makes lives easier for animal shelters and private pet owners alike. Cat's Pride offers a variety of innovative litters, including lightweight clumping clay and lightweight crystals, available in a variety of package types to meet the needs of every cat owner. Cat's Pride lightweight litter is lighter than traditional scoopable clay litter and provides superior long-lasting odor control.

Additionally, Cat's Pride has introduced an innovative Micro Crystals formula made with highly absorbent crystals that provide powerful instant moisture absorption and odor-blocking qualities. These crystals allow for continual urine absorption without needing to change the litter box for a month for one cat. Donations to the effort will be funded through the sale of all Cat's Pride products in April, including the new Cat's Pride Micro Crystals, Cat's Pride Lightweight Green Jugs (15lbs) and Cat's Pride Value Size Bags (24lbs) of litter.

Don't miss our President and Chief Executive Officer, Daniel S. Jaffee, and Kitten Lady, Hannah Shaw, as they discuss Cat's Pride's innovative products and the "Love that Lasts" campaign on *The Balancing Act* on Lifetime, airing April 7th and 15th. They'll explore the campaign's efforts to support shelters and drive donations, as well as highlight our innovative products and Litter for Good program and the positive impact it's having on cats in need.

More information on the Cat's Pride "Love That Lasts" program, including how to support the effort, can be found here: <https://catspride.com/lovethatlasts>.

About Oil-Dri Corporation of America

Oil-Dri Corporation of America, the maker of Cat's Pride litter, is a leading manufacturer and supplier of specialty sorbent products for the pet care, animal health and nutrition, fluids purification, agricultural ingredients, sports field, industrial and automotive markets. Oil-Dri is vertically integrated which enables the company to efficiently oversee every step of the process from research and development to supply chain to marketing and sales. With over 80 years of experience, the company continues to fulfill its mission to Create Value from Sorbent Minerals. To learn more about the company, please visit oildri.com.

About The Balancing Act

The Balancing Act® is a morning show created and produced by BrandStar that offers sensible solutions and essential information in a fun, entertaining format; providing resources to help people do life better. The Balancing Act features everything from delicious recipes, style makeovers and dream getaways to parenting tips and the latest news in health and wealth. Tune in to The Balancing Act weekdays at 7:30 a.m. (ET/PT) on Lifetime® and find all previously aired episodes on TheBalancingAct.com.

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