

Picture This: Cats On Glass Gallery Opens For Limited Time In New York
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Interactive Pop-up Exhibit Presented by Fresh Step® Clean Paws™ to benefit the Humane Society of New York

NEW YORK, Feb. 8, 2018 /PRNewswire/ -- The Cats on Glass Gallery presented by Fresh Step® Clean Paws™ opens its doors on Feb. 15 for five days only. A cadre of cat-loving influencers, including "Kitten Lady" Hannah Shaw, BriAnne Wills of the Instagram handle @GirlsAndTheirCats and cat-lebrity Nala Cat will attend the grand opening to celebrate feline beauty and charm in all shapes, sizes and forms through the lens of creativity and glass. Each room in this unique, visually stunning, interactive, pop-up exhibit features an element of cats and an element of glass, to give future cat owners a chance to literally picture themselves with, and even adopt, a cat.

From Internet memes to daily doses of cuteness, cats are a powerful presence across social media, as confirmed by more than 297 million cat-related posts on Instagram. Now Fresh Step is giving cat lovers another reason to take a photo with and even adopt these fine felines, and it couldn't be more purr-fect.

Marvel at the larger than life cat display. Unleash your inner kitten in the yarn pom-pom room. Practice your "me-owm" in the meditation room to the tune of a cat's purr. Play with adoptable cats from the Humane Society of New York. Get your cameras ready for a truly unique feline view in the feature exhibit: a live Cats on Glass Playhouse.

Visitors are encouraged to come, snap and share cat love with the world throughout the gallery, where an Instagram post and story will trigger a donation to shelter cats at the Humane Society of New York. Participants could receive exclusive items. More details will be available at the #CatsOnGlass InstaShop.

"You'll never see cats the same after visiting the Cats on Glass Gallery. To launch the new Fresh Step Clean Paws low tracking litter that helps keep both paws and floors clean, we decided to give cat lovers a whole new perspective on their favorite pet," said Nick Meyer director of marketing, Clorox Pet Products. "Best of all, the star cats are adoptable, so some visitors can take home their favorite part of the exhibit."

The Cats on Glass Gallery debuts on Thursday, Feb. 15 at 6 p.m. with a VIP launch party. It opens to the public that evening from 7 - 9 p.m., and will remain open Friday, Feb. 16 - Monday, Feb. 19 from 10 a.m. to 6 p.m. It's located at 524 W. 26th St. at 10th Ave., near the High Line. Admission is free, but space is limited. For more information and to RSVP, visit CatsOnGlassGallery.com. On Feb. 15 at 7 p.m., everyone can tune into a special [Facebook Live](#) interactive video tour of the limited time exhibit, featuring a cadre of cat-loving influencers, including "[Kitten Lady](#)", [BriAnne Wills](#), [Nala Cat](#), and adorable, adoptable cats.

Fresh Step believes what happens in the box should stay in the box. New Fresh Step Clean Paws features a low-tracking formula to keep both paws and floors clean. It includes a special blend of larger particles designed to stick less to a cat's fur and off the floors. It has the same low-dust formula and odor elimination capabilities as other premium Fresh Step products. New Fresh Step Clean Paws is available in grocery, pet specialty, mass merchandise and drug stores nationwide starting in February 2018. To learn more about the new Fresh Step Clean Paws low tracking litter and Cats on Glass Gallery visit CatsOnGlassGallery.com.

The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,100 employees worldwide and fiscal year 2017 sales of \$6 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife® digestive health products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to

sustainability. The company has been broadly recognized for its corporate responsibility efforts, most notably being named to the Drucker Institute's 2017 Management Top 250 list, The Just 100: America's Top Citizens list, CR Magazine's 2017 Best Corporate Citizens list and the first sector-neutral Bloomberg Gender Equality Index in 2018. In support of its communities, The Clorox Company and its foundations contributed about \$11 million in combined cash grants, product donations and cause marketing in fiscal year 2017. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

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