

**Art Lovers, Cat Lovers, Instagram Lovers Unite: Cats On Glass Gallery Debuts For Limited Time In New York**  
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**Interactive Pop-up Exhibit Presented by Fresh Step® Clean Paws™ Opened to Full Crowd to Benefit the Humane Society of New York**

NEW YORK, Feb. 16, 2018 /PRNewswire/ – The Cats on Glass Gallery presented by Fresh Step® Clean Paws™ opened its doors last night to a line of captivated cat lovers and is open for only four more days. A cadre of cat-loving influencers, including Kitten Lady Hannah Shaw, BriAnne Wills of the Instagram handle @GirlsAndTheirCats and cat-lebrity Nala Cat attended 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 snap, share 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 inside at the #CatsOnGlass InstaShop.

"The Cats on Glass Gallery is a visual representation of new Fresh Step Clean Paws low tracking litter that keeps both paws and floors clean," said Lauren May, brand manager, Clorox Pet Products. "By dramatizing the benefits of our new litter, cat lovers can picture themselves with, and even have the chance to adopt, a new cat."

The Cats on Glass Gallery is open daily through Monday, Feb. 19 (President's Day) from 10 a.m. to 6 p.m. It's located at 524 W. 26<sup>th</sup> St. at 10th Ave., near the High Line. Admission is free, but space is limited. For more information and to RSVP, visit [CatsOnGlassGallery.com](http://CatsOnGlassGallery.com).

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.

Follow #CatsOnGlass with @FreshStep on Instagram for a glimpse into the social chatter. To learn more about the Cats on Glass Gallery, including video footage, and the new Fresh Step Clean Paws low tracking litter visit [CatsOnGlassGallery.com](http://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](http://TheCloroxCompany.com), including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

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