



NEWS RELEASE

Los Angeles Animal Shelter Hosted 'Cat Luv' Celebration With Digital Magician And #LoveWall Muralist

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YouTuber/Instagram star Zach King and Muralist James Goldcrown revealed creations supporting cat adoption; presented by Fresh Step Litter

LOS ANGELES, Oct. 26, 2017 /PRNewswire/ -- Digital magician Zach King and #LoveWall muralist James Goldcrown have partnered with Fresh Step litter to share the magic of cat adoption in anticipation of National Cat Day on Oct. 29.

Yesterday, King and Goldcrown along with a cadre of Instagram's favorite cat-lebrities, kicked off the Fresh Step #CatLuv campaign at the Amanda Foundation animal shelter in Beverly Hills, Calif. Both influencers revealed their latest creations:

- King released a video featuring his mind-bending magic tricks and famous feline friend, Prince Michael of Aaron's Animals. The video showcases the fun relationship between cat and man, highlighting the magic cats bring into our lives.
- Goldcrown unveiled a colorful mural painted onto a side of the Amanda Foundation shelter. The art installation includes his well-known hearts combined with adorable cats.

The two creators expressed their excitement for this opportunity to promote cat love: "Cats are amazing creatures – they don't get enough credit for how fun they are," said King. "I hope Prince Michael and I can help shine the spotlight on shelter cats in need and inspire viewers to help them find loving homes."

"My #lovetwall murals stand for love and inclusion," said Goldcrown. "Adding cats into the design was a natural way for me to display my cat love and bring awareness to the need for adoption."

Fresh Step is also offering fee-waived cat adoptions at the Amanda Foundation through Oct. 30 in support of the brand's mission to help every shelter cat find a forever home. Those in the LA area are invited to visit the shelter at 351 Foothill Rd, Beverly Hills, CA 90210 and take a photo in front of the #CatLuv mural.

Anyone can participate in the campaign by posting a photo of their cat love to Instagram for a chance to win \$500 and a 10,000 Fresh Step Paw Points donation to a shelter of their choice. All posts including the hashtags #CatLuv and #contest through Nov. 15 will be entered to win.

"Fresh Step is committed to helping the more than three million shelter cats waiting to find a loving forever home," said Nick Meyer, director of marketing, Clorox Pet Products. "We're really excited to be working with talented artists like King and Goldcrown who share our passion for cats and can bring the magical bond between cat and human to life."

To watch the video, see the mural, and find more information about #CatLuv, please visit FreshStep.com/our-purpose.

The Clorox Company

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Media Contacts: Katie Young, PDC PR

401.529.3955

katie@pdcpr.net

Anne Marie Ghigo, Fresh Step, The Clorox Company

510.271.4710

Anne.Marie.Ghigo@clorox.com

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