

Does the Cat Lover in Your Life Need a Littervention?

The Power Couple of the Litter Aisle, NEW Tidy Cats® with Glade™ Tough Odors Solutions Offers Help

ST. LOUIS (June 24, 2013) - Tidy Cats® announces the Tidy Cats® with Glade™ Tough Odor Solutions Littervention Contest – a national search on Pawnation.com for cat owners who need help with the toughest litter box odor issues.

Now through July 15, 2013, consumers who have yet to try Tidy Cats® as their litter box odor solution can enter the contest by visiting Pawnation.com and answering a few simple questions about their cat and litter situations, and submitting two photos – one of their cat and one of their litter box areas. The first 150 entrants will receive a \$5 off product coupon for new Tidy Cats® with Glade™ Tough Odor Solutions. One lucky Grand Prize winner will receive a visit from the Tidy Cats “Scentsational Littervention” Crew, including home expert Jillian Harris, who will help them neutralize their toughest litter box odors, offer tips for how to keep a clean litter box area and welcoming home, and give them up to \$2,000 worth of goods to enhance their home or litter box area. The winner will also receive a two year supply of new Tidy Cats® with Glade™ Tough Odor Solutions and a \$100 gift card. Two runners up will receive a year’s supply of new Tidy Cats® with Glade™ Tough Odor Solutions and a \$50 gift card.

“I’m thrilled to team up with Tidy Cats® to help fellow cat lovers tackle their toughest litter box odors,” said home expert and Tidy Cats spokesperson, Jillian Harris. “I know that litter box odor can cause some people to feel self-conscious and I’m looking forward to inspiring a new sense of pride by introducing Tidy Cats® with Glade™ Tough Odor Solutions and a few easy ways to keep litter box odors at bay.”

For many cat owners, the love for their cat is often at odds with their dislike of litter box odor. As part of its mission to solve tough litter box odors, Tidy Cats® is introducing new [Tidy Cats®](#) with Glade™ Tough Odor Solutions, which combines the odor neutralizing power of two trusted brands, Tidy Cats® and Glade™. Tidy Cats® with Glade™ Tough Odor Solutions is the “scentsational” answer to neutralizing the toughest litter box odors.

“There are a lot of cat owners out there who struggle with tough litter box odors and we hope that with the help of our new Tidy Cats® with Glade™ Tough Odor Solutions product and the Littervention Contest, we can do what we do best and help cat owners neutralize even the toughest odors and maintain a home they can be proud of,” said Joe Chatman, Tidy Cats brand manager.

New Tidy Cats® with Glade™ Tough Odor Solutions is available in 14 lb. and 20 lb. jugs, a 23 lb. box and a 35 lb. pail. Learn more about the product at www.TidyCats.com. To stay up-to-date on news and happenings from Tidy Cats, like [Tidy Cats on Facebook](#) or follow [@TidyCats](#) on Twitter.

About TIDY CATS®

Purina® TIDY CATS® brand cat litter is designed for homes with multiple cats and is specially formulated to control odor and keep homes smelling fresh and clean. The Purina TIDY CATS line includes: five scoopable clay litters designed to make clean-up easy and efficient; and three odor-controlling natural clay litters that are non-clumping. Purina TIDY CATS is manufactured by Nestlé Purina PetCare Company, one of the leading global players in the pet care industry. Nestlé Purina promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis, Missouri, where Ralston Purina was founded more than a century ago. The company is part of the Swiss-based Nestlé S.A. – the world's largest food company.

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