



For Immediate Release

Information: Jamie Berger

631-537-0400 x215

ARF TO RECEIVE 5,000 POUNDS OF FREE LITTER

Wainscott, New York (October 14, 2011) The **Animal Rescue Fund of the Hamptons** (**ARF**, www.arfhamptons.org) announces it will receive 5,000 pounds of free cat litter on **Friday, October 14, 2011** as a result of an online voting campaign. The votes have been tallied for GiveLitter™ - a charitable campaign that saw cat lovers casting 59,550 online votes over forty-five days to donate thousands of pounds of cat litter between three animal shelters including ARF.

While the benefiting shelters are scattered across the United States, the campaign was powered by the unifying respect all people have for those caring for cats in need. World's Best Cat Litter™ pledged to donate one pound of cat litter for every new Facebook fan and one-tenth of a pound of litter for every vote toward one of the participating shelters. Cat lovers coast-to-coast were able to vote once a day online at facebook.com/worldsbestcatlitter or givelitter.com. The program is structured in a manner that guarantees that all participating shelters receive free litter, based proportionally on the number of fans and votes received.

Rescue cats across the country are set to benefit from the online campaign that will result in 15,138 pounds of much-needed cat litter being donated to three animal shelters, including ARF. "It was great to see the outpouring of support from all of the people who voted for ARF. Every little bit helps towards the bottom line of our budget." says ARF's Operation Director Michele Forrester. **ARF will receive 5,000 pounds of free litter that will fulfill the needs of the shelter for the remainder of 2011.**

The three participating shelters were A.D.O.P.T Pet Shelter in Illinois, Homeward Pet in Washington, and **Animal Rescue Fund of the Hamptons in New York**. All of shelters are part of the No More Homeless Pets® Network - a program of the Best Friends Animal Society®.

About Animal Rescue Fund of the Hamptons:

The Animal Rescue Fund of the Hamptons provides for the health and welfare of dogs and cats on the South Fork of Long Island and Shelter Island through shelter and adoption services, medical care, spaying and neutering programs, community outreach and humane education. Founded in 1974, ARF is the leading animal adoption center on the East End. For more information, please visit arfhamptons.org.

About No More Homeless Pets® Network:

No More Homeless Pets® Network, a program of Best Friends Animal Society®, offers help and support to animal rescue groups that save lives in their communities. The program is free and offers fundraising opportunities, adoption events, educational workshops, opportunities for

grants, and volunteer recruitment assistance. Qualified 501(c) (3) organizations can apply to join at nmhpnetwork.bestfriends.org.

About GiveLitter™:

World's Best Cat Litter™ was founded on more than sound science. It was founded on a love for cats—indeed all pets—a respect for our communities and a responsibility to our planet. That is why we're committed to giving to programs that further and enhance human-pet relationships, community viability and earth-friendly sustainable practices. Give Litter™ maximizes potential donations by using the web and social media to increase reach and make giving easy. Web site: givelitter.com

About World's Best Cat Litter™:

Using a patented process that delivers outstanding odor control and quick clumping, World's Best Cat Litter™ is a pet, people and planet friendly cat litter made with whole-kernel corn and other natural ingredients. Made with no synthetic chemicals, World's Best Cat Litter™ is biodegradable, flushable, septic-safe and all natural. Offered in a variety of clumping formulas and sizes, the litter is available in PetSmart and PETCO, most Target stores, and other leading pet and grocery stores nationwide. World's Best Cat Litter™ is produced by Kent Nutrition Group, Inc., headquartered in Muscatine, Iowa. worldsbestcatlitter.com.

Animal Rescue Fund of the Hamptons, Inc.
PO Box 901
Wainscott, NY 11975 631-537-0400
www.arfhamptons.org