

## Contest for Eco-Minded Cat Parents

**Yesterday's News cat litter hosts Do-Gooder Awards Contest for environmental efforts.**

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Do you make sure to turn off the lights when you leave a room? Have you started a compost pile? Or how about taking reusable bags to the supermarket?

Yesterday's News cat litter, which is made from recycled materials, is searching for cat owners who are taking steps to make the world a better place.

The Yesterday's News Do-Gooder Awards Contest invites cat owners to submit stories of how they incorporate eco-friendly habits into their everyday lives. Three winners will be selected to receive \$5,000 for themselves, a year's supply of Yesterday's News litter for their cat, and \$15,000 for their community.

"Whether it's using an alternative cat litter, turning off water when brushing their teeth or recycling the daily newspaper, Yesterday's News wants to recognize the good, green choices people are making in their everyday lives," said Renee Loux, contest spokesperson and host of the Fine Living Network's "It's Easy Being Green" TV special.

The deadline to enter is Oct. 23. To enter, cat owners can go to the Yesterday's News website and describe in 300 words or less how they "do-good" for their cat, home or environment. In addition, entrants will be asked to select from the following choices how they would like to "do-good" for their community: Provide an eco-friendly makeover of the cat habitat in their local shelter Participate in a clean-up in their city or town Create or enhance a local recycling program.

An independent panel will judge entries based on creativity, composition and originality, and appropriateness to the contest theme.

Yesterday's News is a product of Nestle Purina Petcare.