



Media Contact:

Alyson Brodsky
Matrix Partners
847-863-8278

abrodsky@matrix1.com

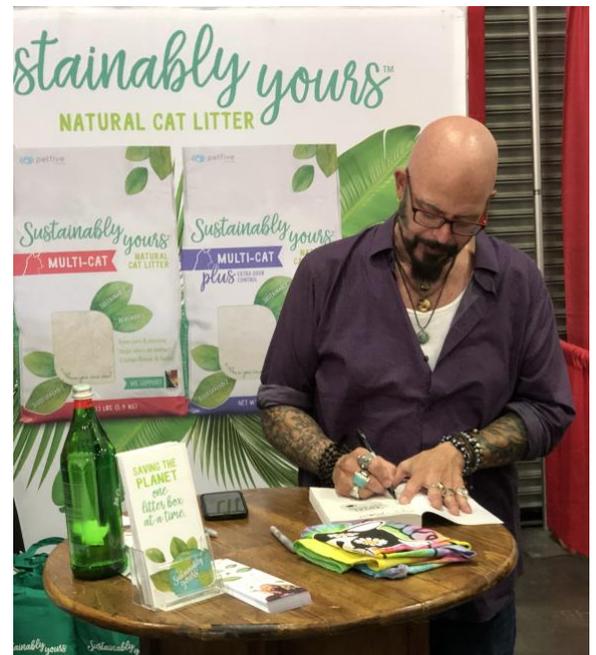
**RENOWNED CAT EXPERT JACKSON GALAXY
JOINS FORCES WITH SUSTAINABLY YOURS™**
“The Cat Daddy” Becomes Brand Ambassador for Natural Cat Litter Line

Global Pet Expo Booth #3204

MIAMI – The Petfive management team, parent company of Sustainably Yours, announced today that Jackson Galaxy, host of Animal Planet’s “My Cat From Hell,” *New York Times* best-selling author and acclaimed cat behavior and wellness expert, has joined as an official partner and brand ambassador for their flourishing, eco-friendly litter brand. With this new venture, Galaxy will support the brand by introducing it to his millions of engaged fans via dedicated online content and select public appearances. Cat lovers from coast to coast will now have even more to love about Sustainably Yours natural litter.

Popularly known as “The Cat Daddy,” Galaxy has dedicated his life to working with cats and their guardians in an effort to reduce the number of animals that end up in shelters. A tireless advocate for all things feline, he has authored two *New York Times* best sellers, and is also the founder of The Jackson Galaxy Project, a signature non-profit organization of GreaterGood.org that seeks to improve the lives of animals at risk and help the people who care for them.

“Sustainably Yours has been an incredible addition to my household and it’s by far the best litter I have ever used. I have worked with cats for over 25 years and no brand has ever come close when it comes to the big three - clumping, tracking and odor control,” said Galaxy. “We truly believe in Petfive Brands’ message, which aligns with our company’s values to educate cat lovers globally on the benefits of using natural products,” Marc Kurschner, CEO of Jackson Galaxy Enterprises, adds.



- MORE -





“We’re incredibly honored and excited to be partnering with Jackson Galaxy,” commented Pedro Bastos, CEO of Petfive Brands. “Both of our organizations share a common mission – enhancing the lives of cats while caring for animals in need – and we know Jackson can help us continue to bring Sustainably Yours into the homes of likeminded feline families globally.”

Sustainably Yours’ uniquely formulated litter contains only two biodegradable and renewable ingredients – corn and cassava. Available in Multi-Cat and Multi-Cat Plus varieties, a portion of the proceeds from every bag sold is donated to the Rainforest Trust. Those interested in learning more about the line are invited to contact their Sustainably Yours distributor or visit sylitter.com.

About Petfive Brands

Petfive introduced Sustainably Yours to appeal to Millennials and people that are interested in conserving and protecting the environment, without sacrificing high performance. This value-added cat litter line is currently available through specialty retailers across the US, Canada, and several other countries worldwide. Sustainably Yours won *Natural Child* Magazine’s Eco-Excellence Awards in 2019 for their commitment to a high quality, eco-friendly product and won a 2019 *Pet Insight* Vanguard Award for Natural Litter. In addition, Sustainably Yours was nominated a finalist in *Pet Product News*’ Editor’s Choice Awards for Cat Litter. Petfive, founded in 2015, has corporate offices in Miami, FL and Rio de Janeiro, Brazil. The company’s mission is to offer problem-solving products that improve the relationship between pets and people. The Petfive name is inspired by the “high five” owners often share with their pets.

About Jackson Galaxy

Popularly known as “The Cat Daddy,” Jackson Galaxy is the host and executive producer of [Animal Planet](#)’s long running hit show “[My Cat From Hell](#).” Jackson, an animal advocate and cat behavior and wellness expert, is also a two-time *New York Times* best-selling author with more than 25 years of experience working with cats and their guardians. He is on a mission to educate people about cats and deepen the human and cat bond, while reducing the number of animals that end up in shelters. He is also the founder of The Jackson Galaxy Project, a Signature Program of GreaterGood.org, a public 501(c)(3) nonprofit organization, that seeks to improve the lives of animals at risk and help the people who care for them through innovative programs that educate, inspire and empower staff, rescuers and adopters to continually raise the bar for animals at risk and reduce the number of animals that end up in shelters.

###

Media Note: Interviews and photos are available.

