Cas Aarssen

Say it **Cas AR-sen**. Spelled **Aarssen**: double *a*, double *s*.

SHORT BIO 35 words

Cas Aarssen is one of the world's foremost organizing experts and a leading voice on living with ADHD. She created the Clutterbug® organizing styles, hosted HGTV's *Hot Mess House* and has written four bestselling books.

MEDIUM BIO 101 words

Cas Aarssen is one of the world's foremost organizing experts and a leading voice on living with ADHD. A self-described "recovering super slob", she discovered that people aren't messy; they just organize differently. Her Clutterbug® method sorts everyone into one of four organizing styles, and more than 8 million people have taken her free quiz. Cas hosted HGTV's *Hot Mess House* and has written four bestselling books, with more than 300,000 copies sold. Her YouTube channel has 1.3 million subscribers, and she has hosted the weekly Clutterbug Podcast since 2016. She lives in Ontario, Canada, with her husband and three children.

LONG BIO 249 words

Cas Aarssen is one of the world's foremost organizing experts and a leading voice on living with ADHD. For her first 30 years she was convinced she was naturally messy. Running a home daycare buried in toys, she found that her house finally stayed tidy when she stopped copying other people's systems and built simple ones that fit how she lived. Clients followed, and so did a discovery: some people need to see their things and some need them hidden; some like detailed systems and some like simple ones. That became the Clutterbug® method and its four organizing styles: Butterfly, Bee, Ladybug and Cricket. More than 8 million people have taken her free quiz.

When her husband gave her a camera, Cas started a YouTube channel in 2013. It now has 1.3 million subscribers. She went on to host two seasons of HGTV's *Hot Mess House* and write four bestselling books, which have sold more than 300,000 copies. Her weekly Clutterbug Podcast, launched in 2016 and a chart-topping #1 in Home & Garden on Apple Podcasts, has welcomed guests including Peter Walsh, Gretchen Rubin and Angela Duckworth.

At 40, while hosting a show on HGTV, Cas was diagnosed with ADHD. She now speaks openly about living with it, including as a keynote speaker at CHADD's International Conference on ADHD and at NeuroDiversion. Her message is simple: you're not lazy, dumb or messy; the system is the problem. She lives in Ontario, Canada, with her husband and three children.

Known for	The Clutterbug® organizing styles; HGTV's *Hot Mess House*
Organizing style	Ladybug
Website	clutterbug.me
YouTube	@Clutterbug · Podcast: @ClutterbugPod
Facebook	facebook.com/Clutterbug.Me
Instagram	@clutterbug_me
TikTok	@clutterbug_me

Brands, bookings and press: media@clutterbug.me