

Alyson Hannigan And Pull-Ups Brand Partner To Help Moms Start Potty Training The Fun Way

Hannigan's Potty Dance Party Kicks Off Nation-Wide Movement

NEENAH, Wis., Feb. 23, 2012 /PRNewswire/ -- Celebrity Mom Alyson Hannigan and the Pull-Ups Training Pants brand are inspiring parents and toddlers across the country to start potty training with a fun, easy celebration – The Potty Dance!

Millions of toddlers start potty training each year. This February, hundreds of thousands of toddlers are celebrating the milestone at 15,000 Pull-Ups Potty Dance House Parties taking place throughout the nation. To kick off the Big Kid® movement, Hannigan and the Pull-Ups brand are hosting their own Potty Dance Party to highlight how easy it is to start potty training by picking a day to celebrate and learning The Potty Dance – a fun potty training routine parents and kids can do together.

"Moms like me find potty training difficult, so I'm partnering with the Pull-Ups brand to inspire Moms and tots to see how easy it can be by simply picking a day to start and even making it fun," said Alyson Hannigan. "Potty training is a big deal, so why not kick it off with a celebration? We're celebrating potty training by hosting a Potty Dance party and getting all our friends together to do The Potty Dance."

The Potty Dance is a simple song and dance routine created by the Pull-Ups brand to help make starting potty training easy and fun for parents and toddlers. The simple steps and catchy tune, available in several music genres at www.Pull-Ups.com, can be used by every ready-to-potty-train parent and child as a celebratory way to kick off potty training. Parents, and more importantly toddlers, can look forward to starting potty training and celebrate being a Big Kid® with The Potty Dance.

"We know starting potty training can be a challenge for Moms, and we know that the key to success is giving parents and toddlers the tools, advice and products to embrace the milestone and have fun together," said Pete Sawin, Director, the Pull-Ups brand. "The Potty Dance makes starting potty training an exciting bonding experience rather than a struggle. Alyson Hannigan's Potty Dance Party is a great example of how starting potty training can really be fun."

Visit Pull-Ups Online to Start Training and Learn The Potty Dance

Visit the Pull-Ups website (www.Pull-Ups.com) to pick a day to start, learn The Potty Dance steps and download every fun version of The Potty Dance song. Check out the Pull-Ups YouTube channel (www.YouTube.com/PullUpsBigKid) to share personal potty training stories and other Big Kid® experiences. Parents can show others how their toddler does The Potty Dance by posting to the Pull-Ups YouTube channel and sharing their Big Kid® celebration.

About The Potty Dance Day Program

For the fourth consecutive year, the Pull-Ups brand is sharing The Potty Dance with families nationwide through a fully integrated marketing campaign, this year including TV, print and online advertising, in-store marketing, a celebrity spokesperson partnership, 15,000 in-home events, a newly launched brand website and a social media campaign including the launch of a branded YouTube channel.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 140-year history of innovation, visit www.kimberly-clark.com.

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