

"California Puts Huggies To The Test" Initiative Encourages Parents In The Southern California Area To Put Huggies New And Improved Products To The Summer "Fest" Test

Huggies Brand kicks off Free Mobile Changing Station Tour at Fiesta del Sol in San Diego to Provide Diapers to Local Hispanic Families through Project Concern International Partnership and Donation

DALLAS, July 19, 2013 /PRNewswire/ -- This summer, Huggies will be unveiling its latest community contribution for Hispanic parents and their babies as part of the *California Puts Huggies to the Test* initiative. On July 20 and 21, Huggies will be bringing the test to life at San Diego's largest Hispanic festival, Fiesta del Sol. Huggies Brand presence at Fiesta del Sol marks one of the first stops of the mobile changing station tour that has kicked off in the Southern California region. The truck will be available at various local community events throughout October 2013.

According to a study commissioned by the Huggies Brand, the single biggest frustration for Hispanic mothers is the poor condition of public diapering spaces. Huggies Brand will come to the rescue by providing attendees at Fiesta del Sol and other community events a solution to their diaper changing challenges -- access to a free, clean mobile changing station.

"Huggies has a pulse on the Hispanic community and is carefully listening to parents' needs to help alleviate the stresses that come with parenting," said Lizette Williams, Huggies Senior Brand Manager, Multicultural at Kimberly-Clark. "The Huggies mobile changing station offers parents a clean and organized diapering environment so that they do not have to interrupt family outings due to unexpected messes."

Put Huggies to the Test

Huggies Brand is encouraging parents at summer community festivals in Southern California and everywhere to become Official Huggies Testers and put their new and improved diapers and wipes to the test. Huggies Snug & Dry Diapers with New SureFit* design has a flexible waistband that fits securely and provides up to 12 hour protection – perfect for long afternoons at local festivals. To also help get through the sticky food messes that festivals can bring, try out Huggies Natural Care Wipes with NEW Triple Clean* Layers. They have strong, soft, absorbent layers that are gentle on baby's skin but thick enough to clean the mess. Visit Huggies.com/tester or Huggies.com/tuprueba to interact, play games and enter to win prizes.

Huggies gives back to the local Southern California region

To further assist local Hispanic families in San Diego community, Lemon Grove and neighboring cities with access to our latest diapers and wipes, Huggies Brand has partnered with Project Concern International (PCI) to donate 100,000 diapers through the California Border Healthy Start Project which works with primarily Hispanic

families in low-income, high-need communities and through partner programs such as: La Maestra Community Health Centers, San Diego Family Care, Best Start Birth Center, Operation Samahan Health Center, Family Health Centers of San Diego and San Diego County HHSA Maternal and Child Health Services Branch.

The diapers will be delivered to the Project Concern International center on July 22 on behalf of the National Diaper Bank Network (NDBN) - a nonprofit organization founded by Huggies® *Every Little Bottom* to provide clean, dry diapers to babies in need. Since 2010, Huggies has donated more than 80 million diapers to families in North America through the *Every Little Bottom* program.

"We're extremely pleased to partner with Huggies Brand, a trusted resource for families that continues to give back to the communities they serve," said Maria Lourdes F. Reyes, MD, MPH Director of California Programs, PCI. "We look forward to working together to ensure Hispanic families in San Diego and local areas receive essential diaper needs."

Join the Conversation

Follow Huggies on Twitter (@Huggies) and the #HuggiesTestTour conversation; connect on www.facebook.com/huggies or www.facebook.com/huggieslatino to chat with other parents and find out about Huggies Brand offers. Visit Huggies.com/tester or Huggies.com/tuprueba for more information on Huggies Snug & Dry Diapers with New SureFit Design and Huggies Natural Care Wipes with New Triple Clean Layers.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) 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 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 141-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

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