

Kleenex Brand Asks America To Step Forward And Share The Care

Brand Partners with Content Curator to Execute Social Experiment; Tests Impact of Human Kindness

DALLAS, Oct. 29, 2014 /PRNewswire/ -- In recent years, it has become increasingly evident that technology has had a hand in limiting human, social interaction. But, studies have shown that gestures of care, however simple or small, can have a positive effect on social behavior and even influence others to take part. Starting this November, Kleenex brand is launching "Share the Kleenex Care," an initiative intended to show the difference that a small act of care, such as offering a Kleenex brand tissue to a friend, family member or even a stranger, can make in the lives of others, triggering additional acts of kindness as a result.

"Kleenex brand has evolved tremendously since it entered the market 90 years ago. From inventing the first Pocket Pack tissue to acting as a stylish accessory at home or on-the-go, Kleenex brand has a product to suit a variety of everyday needs," said Jon Kruesi, Kleenex Brand Manager. "Something that has stayed consistent over the course of the brand's existence is people's association with Kleenex Facial Tissue as an act of care – whether you're sharing a tissue with your daughter on her wedding day, with a friend to help remove make-up while recounting a first date, or even with a stranger in a sneezing fit. We want to build on this sentiment by asking people to get involved by sharing small acts of kindness with others, proving that one small act can really make a huge difference."

To test the theory that a single act of care can make a difference, Kleenex brand is teaming up with a renowned content curator to create a social experiment-inspired video that evaluates people's willingness to step forward and help others in need. The video will go live in January 2015.

"We're thrilled to be working with this inspirational partner who can help bring to life this meaningful and important topic through a social experiment," said Kruesi. "We ultimately hope that it helps inspire a movement of small acts of care nationwide."

Starting today, Kleenex brand is asking consumers to take an active role by sharing their own experiences with small acts of kindness using #KleenexCare. The stories and uplifting content will be aggregated onto an online hub, aimed to motivate others to join the movement and reveal that an act of giving uplifts and connects us all. To learn more about the "Share the Kleenex Care" initiative, visit www.KleenexCare.com.

Kleenex brand offers a variety of products to help consumers meet their everyday needs, like Kleenex Anti-Viral Tissue which has three soft layers, including a moisture-activated middle layer, that kills 99.9% of cold and flu viruses in the tissue*. For delicate skin, experience the extra soothing softness of Kleenex brand Lotion Tissues, America's Best Lotion Tissue.

*In the tissue in 15 minutes. Virucidal against: Rhinoviruses Type 1A and 2 (Rhinoviruses are the leading cause of the common cold); Influenza A and Influenza B (causes of the flu); Respiratory Syncytial Virus (RSV – the leading cause of lower respiratory infection in children).

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Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more

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