

# Road Trip Puts Long-Lasting Value Of Scott® 1000 Toilet Paper To The Test

## Brand Partners With YouTube Families in One-of-a-Kind Summer Road Trip

DALLAS, July 20, 2016 /PRNewswire/ -- One RV is taking five families on a cross-country road trip along America's longest highway, I-90. Here's the catch: each family only has one roll of America's longest-lasting<sup>1</sup> toilet paper, Scott® 1000 to use on their leg of the journey. Along the way each family, ranging from three to seven people, will document their adventure demonstrating the value of Scott® 1000 and how far one roll will take them.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7870651-scott-1000-toilet-paper/>

Scott® 1000 has 1000 sheets of bath tissue that you can count on to be long-lasting, from a household bathroom to camping on the open road. Five YouTube families, [The Ballinger Family](#), [That Reyes Family](#), [Our Family Nest](#), [Growing Up On a Shoestring](#) and [Gabe Babe TV](#) are bringing this dependability to life through videos showing how Scott® 1000 keeps their families going, both at home and on the road. These families were selected as they represent a variety of sizes, backgrounds and ages, which is also reflective of the people around the country that buy Scott® 1000. Over the past few months, each family has tested Scott® 1000 in their everyday life to see how long it lasts. Now, they will demonstrate that long-lasting value by bringing only one roll of Scott® 1000 for their respective part of the road trip.

"Scott® 1000 has meant long-lasting value for generations, with 1000 sheets every time," said Christine Kiriazes, Brand Manager for Scott® Brand. "Our Road Trip will show families that Scott® 1000 is here for them, no matter where life takes them. People can follow each of the families' 1000 Sheet Adventures at [Scott1000.com](http://Scott1000.com), learn tips to keep on going with Scott® 1000 and by downloading a coupon."

### Cross-Country Adventures:

Kicking off the Scott® 1000 Road Trip in Boston with one roll of TP, The Ballinger Family will hit the road on I-90 and take followers along for a ride through the Northeast – from upstate New York, Niagara Falls to Cleveland. As the Ballingers' toilet paper roll winds down, the family will turn the RV over to That Reyes Family, a family of four who will start their 1000 Sheet Adventure in northern Ohio, heading for Chicago, equipped with 1000 new sheets of toilet paper.

After Chicago, Our Family Nest will pick up along I-90 documenting the 1000 Sheet Adventure for their family of six, into Wisconsin and Minnesota. Next, Growing Up On a Shoestring will see how long one roll lasts their family of seven traveling West through South Dakota and Montana. Finally, the trip's smallest family with three members, Gabe Babe TV, will end the road trip in Seattle.

### How to get involved:

- **Join the Conversation:** Follow the brand on Facebook and Twitter at @ScottProducts and use

#KeepOnGoing. For every use of the hashtag and for every mile traveled in the Scott® 1000 Road Trip from July 20 to August 3, one roll of Scott® 1000 will be donated to locations in need across the U.S., up to 25,000 total rolls.

- **Tune-In:** Watch at [www.Scott1000.com](http://www.Scott1000.com) as five families show us how much life can happen between the 1<sup>st</sup> sheet of toilet paper and the 1000<sup>th</sup>
- **Follow Along:** Find out where the RV is in real time at [www.Scott1000RoadTrip.com](http://www.Scott1000RoadTrip.com)
- **Get a Coupon:** Test out the long-lasting value and download a Scott® 1000 [coupon](#)

Scott® 1000 bath tissue provides quality, performance and long-lasting value in 1000 septic-safe sheets. Learn how to #KeepOnGoing by visiting [Scott1000.com](http://Scott1000.com).

### **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 Kimberly-Clark 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 positions in 80 countries. To keep up with the latest news and to learn more about the company's 144-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) and [Twitter](#).

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<sup>1</sup> vs. National Brands' Best Selling Rolls

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For further information: Katie Heck, Phone: 312-228-6881, [katie.heck@ketchum.com](mailto:katie.heck@ketchum.com); Terry Balluck/Kimberly-Clark, Phone: 972-281-1481, [media.relations@kcc.com](mailto:media.relations@kcc.com)

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