

# Viva Brand And Alyssa Milano Transform Your Countertop From Flat To Fabulous

## Partners Create Iconic New Line of Paper Towels with Nine Chic Designs

DALLAS, Sept. 1, 2015 [/PRNewswire/](#) -- Viva Brand has teamed up with Hollywood actress and designer, Alyssa Milano, to transform traditional paper towels into kitchen couture with the launch of the Alyssa Milano Signature Designs by Viva Paper Towels. Now available at stores nationwide, the new line features nine bold, fresh designs curated by Milano, allowing individuals to coordinate their home décor and express their style where they haven't been able to before.

Viva Brand worked closely with Milano to combine her passion for design with the cloth-like texture and strength of Viva Paper Towels. Each of the nine designs, ranging from jacquard to lattice patterns in bright colors, combine high function with high fashion for the best of both worlds with a range of everyday and entertaining uses.

"I am thrilled to partner with Viva Brand to create this one-of-a-kind collection of fresh and contemporary paper towels," said Alyssa Milano. "I've always had a passion for fashion and consider every item in my home as an expression of my personal taste. I've created this collection as the perfect way to add a pop of color to your kitchen and accent your current décor this season."

Viva Brand will showcase the Viva Signature Designs Towels today at an exclusive media event with Alyssa Milano in Los Angeles to media and influencers. The brand is also launching a contest via Pinterest on September 9, where five people will be awarded \$1,000 towards making their dream kitchen a reality, by pinning items inspired by the nine designs\*\*.

"We couldn't be more excited to team up with Alyssa to create a signature line of paper towels that capture her creative, personal style through an essential household product," said Sean Nobui, senior brand manager for Viva Paper Towels. "This new collection is truly a unique offering and we can't wait to see how consumers bring the spectacular color and beautiful patterns into their own homes."

For more information about the Viva Signature Designs Towels visit [VivaSignatureDesigns.com](http://VivaSignatureDesigns.com) or follow the brand on [Pinterest](#), [Twitter](#) and/or [Facebook](#)!

\*\*No purchase necessary. Open only to legal residents of the 50 United States or DC, who are 18 years of age or older. Contest begins 12:01 AM ET on 9/9/15 and ends 11:59 PM ET on 10/7/15. **Limit one entry per person/email address.** Subject to full Official Rules at [VivaDesignsContest.com](http://VivaDesignsContest.com) . VOID where prohibited. Sponsor: Kimberly-Clark Global Sales, LLC, 2100 Winchester Ave., Neenah, WI 54956. Pinterest is not a sponsor of or affiliated with this promotion. Links and pins to other sites do not constitute an endorsement of those products or sites.

### About Alyssa Milano

Actress Alyssa Milano has spent almost her entire life in the public eye. Having starred as a child on the popular

series, "Who's the Boss," she has continued to work throughout her adulthood in both television and film. She is currently the host and a judge on the hit show "Project Runway: All Stars" and was recently on ABC's "Mistresses." She has a history of starring in long-running television series, including Fox's "Melrose Place" and WB's "Charmed." Alyssa also has a very successful clothing line, TOUCH by Alyssa Milano, is the creator of the critically acclaimed graphic novel, Hacktivist, and is a dedicated philanthropist. In 2003, UNICEF invited Alyssa, to become a National Ambassador, in recognition of her charitable work on behalf of children.

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For further information: Stefanie Hopwood/ Ketchum, Phone: 312-228-6880, [stefanie.hopwood@ketchum.com](mailto:stefanie.hopwood@ketchum.com), Terry Balluck/Kimberly-Clark, Phone: 972-281-1397, [terry.balluck@kcc.com](mailto:terry.balluck@kcc.com)

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