

# Viva® Brand And Monica Potter Team Up With Boys & Girls Clubs Of Greater Ventura To Unleash Clean For Families In Need

DALLAS, April 7, 2016 /PRNewswire/ -- On Wednesday, April 6, Viva® Brand teamed up with Hollywood actress and home/ DIY expert, Monica Potter, to host a dramatic clean-up benefitting Boys & Girls Clubs of Greater Ventura. The event, held at Avenue Thrift & Vintage Store in Ventura, CA, demonstrated how Viva® Towels can transform used, forgotten items with just a thorough cleaning. Donated household items ranging from kitchen appliances to outdoor patio furniture were expertly cleaned with the unique textures of Viva® Towels and then donated to 22 deserving families across the Ventura community. The effort jumpstarts a national push to "Unleash Clean" across the country.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7767151-viva-unleash-clean-for-boys-girls-club>

Potter served as the Captain of the Viva® Clean Squad, motivating over 40 volunteers to "Unleash Clean" by scrubbing, polishing and shining up donated items from the kitchen, bathroom, living room and patio, showcasing the strength and durability of the towels. Viva® offers a choice of two types of everyday towels that work like cloth to stand up to any cleaning job in your home. Viva® Vantage® has a scrubby texture, great for shining stainless steel appliances and scrubbing grime off stovetops or patio furniture, while Viva® Towels have a signature soft and smooth texture for cleaning surfaces like countertops and coffee tables. To ensure a green event and minimize waste, Viva® Towels partnered with the City of Ventura to use natural household and eco-friendly cleaners so the towels could be composted afterwards.

"I'm thrilled to partner with Viva® Brand to 'Unleash Clean' on behalf of this community and others," said Potter. "Too many usable items end up in the trash when, with a little creativity and elbow grease, they can become like new again. That's where the power of Viva® comes in – you'd be amazed at what you can scrub with a Viva® Towel."

Through Viva® Brand's partnership with Boys & Girls Club of Greater Ventura, 22 families in need received more than 50 newly cleaned household goods for their homes. Additionally, Viva® Brand through partnership with Boys & Girls Clubs of America, will supply 14 other Boys & Girls Club Thrift Store locations across the country with cleaning product and a year's supply of paper towels inspiring them to host clean up events in their community, benefitting additional local Clubs.

"We couldn't be more excited to team up with Monica Potter and Boys & Girls Clubs of Greater Ventura to bring newly-cleaned household goods to those in need," said Sean Nobui, senior brand manager, Viva® Paper Towels. "Our event in Ventura yesterday kicked-off a year-long national program where we are encouraging consumers to 'Unleash Clean' with Viva® Towels in their homes and the community."

"Boys & Girls Club of Greater Ventura is so appreciative of the Viva® Clean Squad's work," said Patti Birmingham, CEO, Boys & Girls Club of Greater Ventura. "In addition to providing a great deal to our local families, and bringing recognition to the local Boys & Girls Club Thrift Store, we were thrilled to receive an

additional \$5K donation to our local Club, which will go a long way!"

For more information about the Viva® Towels and tips on how to #UnleashClean in your home, visit [VivaUnleashClean.com](http://VivaUnleashClean.com) or follow the brand on [Pinterest](#), [Twitter](#) and/or [Facebook](#)! You can also donate household items from your own home benefitting Boys & Girls Clubs of America. Visit [BGCA.org](http://BGCA.org) to find a Club accepting donations near you.

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For further information: Julia Darrenkamp/Ketchum, Phone: 312-228-6817, [julia.darrenkamp@ketchum.com](mailto:julia.darrenkamp@ketchum.com); Terry Balluck/Kimberly-Clark, Phone: 972-281-1397, [terry.balluck@kcc.com](mailto:terry.balluck@kcc.com)

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