

Huggies Awards Four Additional \$10,000 Grants To Support Hospital Hugging Programs And The Babies Who Benefit From Them

From purchasing new chairs to training additional staff, **No Baby Unhugged** grants will help provide the best care to those born premature and in the NICU

DALLAS, Jan. 10, 2018 /PRNewswire/ -- Today, Huggies continues its mission to support hospitals and nurses and the newborns in neonatal intensive care units (NICU) they serve by awarding four \$10,000 grants to help support or establish volunteer hugging programs. Hugging programs can have a positive impact on a baby's growth and development and even help make their transition from the hospital to the home quicker. These four hospitals join an additional eleven that received *No Baby Unhugged* grants in 2017.

"We're thrilled that our *No Baby Unhugged* grants will continue to help hospitals positively impact their tiniest patients through hugs and physical touch," said Giusy Buonfantino, president of Kimberly-Clark Baby and Child Care North America. "Huggies believes deeply in the power of hugs and understands how hugging and cuddling infants can help with development and growth—especially for those in the NICU."

The four hospitals receiving grants in January include:

- **Southern Regional Medical Center - Riverdale, GA:** The grant will help launch its first hugging program that will train volunteers to provide consistent, ongoing, uninterrupted therapy while parents are absent to improve the recovery process. Funds will also help purchase glider rockers, blankets and other accessories to provide a comforting environment.
- **Alta Bates Summit Medical Center - Berkeley, CA:** The grant will enhance its existing hugging program, with an emphasis on caring for babies born to mothers addicted to opioids and other substances. Funds will help replace worn out rocking chairs and enhance the level of training offered to prospective volunteers.
- **Baptist Memorial Hospital for Women - Memphis, TN:** Funds from the *No Baby Unhugged* grant will help provide more hugs to the 70% of babies in the NICU that receive very few visitors.
- **Lucile Packard Children's Hospital Stanford - Palo Alto, CA:** Grant funds will be used on supplies, ongoing education and enhancing communication with volunteer huggers while they are in the hospital.

"Thanks to the *No Baby Unhugged* grant, we are excited to launch our first-ever hugging program that will help provide the benefits of human touch to babies in the NICU when parents cannot be there," says Charlotte Dupré, President and CEO of Southern Regional Medical Center. "This program not only extends our services to help our tiniest patients thrive, it aligns our hospital to reach our goal of becoming an accredited Baby Friendly 5-Star Hospital."

Huggies will continue to award *No Baby Unhugged* grants in 2018 and hospitals interested in applying can check [Huggies website](#) for new details. Visit [Huggies.com/NoBabyUnhugged](https://www.huggies.com/NoBabyUnhugged) to become a Huggies Member and in turn, Huggies will donate \$5 to support volunteer hugging program grants for hospitals.

About the Huggies Brand _

Huggies believes deeply in the Power of Hugs. That's why every Huggies diaper and wipe is inspired by parents' hugs. For nearly 40 years, Huggies has been helping parents provide love, care and reassurance to help babies thrive. *No Baby Unhugged* is Huggies promise to ensure babies get the care they need to thrive - from innovative everyday products, growing hospital hugger programs and specially-designed products for the tiniest of babies, to diapers and wipes donations. Huggies is the fastest growing diaper brand in hospitals and partners with NICU nurses to develop diapers and wipes that meet the specific needs of pre-term infants. For more information on the Huggies *No Baby Unhugged* program, visit the "Why Huggies?" page at Huggies.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 145-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

[KMB-B]

Contact: Erica Schmitt
312-233-1293
Erica.Schmitt@edelman.com

Contact: Andrea Hopkins
(920) 721-5065
Media.relations@kcc.com

View original content with multimedia:<http://www.prnewswire.com/news-releases/huggies-awards-four-additional-10000-grants-to-support-hospital-hugging-programs-and-the-babies-who-benefit-from-them-300580378.html>



SOURCE Huggies

<https://www.news.kimberly-clark.com/press-releases?item=124414>