

# Huggies Salutes And Gives Back To Military Families With Camo For A Cause

## Five Million Huggies Camo Diapers Donated to Branches of U.S. Military, Memorial Day Through Fourth of July

DALLAS, May 22, 2012 /PRNewswire/ -- As the country celebrates our nation's heroes this Memorial Day, the Huggies brand is proud to announce *Camo for a Cause*, a donation of five million Huggies Little Movers Camo Diapers to families of those who serve to protect our country, reaching every branch of the U.S. military. To support the donation, the Huggies brand is partnering with the Armed Services YMCA – a military nonprofit organization that makes military life easier with free programs and services to enlisted military and their families nationwide.

(Photo: <http://photos.prnewswire.com/prnh/20120522/CG10788LOGO>)

"Our nonprofit organization serves many of the largest military bases in the country, like the Army, Navy, Coast Guard, Marine Corps and Airforce," says Mike Landers, CEO, Armed Services YMCA. "We are excited to be partnering with the Huggies brand and are extremely grateful for the millions of diapers they are donating to help young enlisted troops and their families."

Diapers will be distributed on behalf of the National Diaper Bank Network (NDBN) – a nonprofit organization in which Huggies *Every Little Bottom* is the Founding Sponsor. The Huggies brand and NDBN are dedicated to providing every child in the U.S. with the diapers needed to remain clean, dry and healthy. Through this program, Huggies *Every Little Bottom* and the NDBN will work closely with military organizations from coast-to-coast to help get diapers in the hands of military families.

"We are honored to support our military service members and their families," says Aric Melzel, Brand Director at Kimberly-Clark. "Diapers are a basic need for many families and we want to show our appreciation and thanks to those who have sacrificed so much this Memorial Day."

### **Camo for a Cause From Coast-to-Coast**

In addition to a partnership with Armed Services YMCA, the Huggies brand is also providing Camo Diapers to the following organizations between Memorial Day and the Fourth of July:

- **Navy-Marine Corps Relief Society:** A private, nonprofit charitable organization providing financial, educational and other assistance to members of the U.S. Navy/Services.
- **For Families of Active Military:** A nonprofit organization that offers stability, strength and support – physical, emotional and financial – to the military and families of active military on an emergency and proactive basis.
- **Fort Bragg:** Home of the Army's Airborne and Special Operation Forces, as well as U.S. Army Forces Command and U.S. Army Reserve Command.
- **Coast Guard Foundation:** National nonprofit organization that provides education, support and relief for the brave men and women of the Coast Guard who enforce maritime law, protect our homeland and preserve the environment.

### **Get Involved - Military Fatherhood Award**

The Huggies brand is also pleased to support the National Fatherhood Initiative's Military Fatherhood Award™, which recognizes a military dad who is making a difference for his country, the military community and most importantly, his own family.

Visit [www.Facebook.com/NationalFatherhoodInitiative](http://www.Facebook.com/NationalFatherhoodInitiative) to vote for a military dad who goes above and beyond his duties as both serviceman and dad. For each vote received, Huggies *Every Little Bottom* will donate a diaper to the NDBN to support a baby in need, along with providing 100,000 Camo diapers to the winning dad's military base.

### **Huggies Every Little Bottom**

One-in-three American families struggle with the ability to provide their children with clean, dry diapers. Since 2010, Huggies has donated more than 60 million diapers through the *Every Little Bottom* program to families in need in North America. In 2011, Huggies founded the NDBN, the first national nonprofit dedicated to raise awareness of diaper need, build capacity of diaper banks and close the diaper gap in America. Huggies continues to stay dedicated to getting diapers to babies in need and in 2012 has committed to donating at least 20 million diapers in the U.S. to the NDBN.

For more information on The National Diaper Bank Network, visit [www.diaperbanknetwork.org](http://www.diaperbanknetwork.org). For more information on Huggies *Every Little Bottom*, visit [www.everylittlebottom.com](http://www.everylittlebottom.com) or take part in the conversation about the latest Huggies Brand and parenting news by following @Huggies on Twitter and visiting [www.facebook.com/Huggies](http://www.facebook.com/Huggies).

### **About The National Diaper Bank Network**

The National Diaper Bank Network (NDBN) is a newly formed national nonprofit organization dedicated to providing every child in the United States with the supply of diapers needed to remain clean, dry and healthy. The vision is to help America become a place where every family has access to the diapers they need for their child. The mission is to raise awareness of diaper need and build capacity of diaper banks by creating a national network of community partners. To learn more visit [diaperbanknetwork.org](http://diaperbanknetwork.org) or follow @diapernetwork on Twitter.

### **About National Fatherhood Initiative**

As the premier fatherhood renewal organization in the country, National Fatherhood Initiative (NFI) works in every sector and at every level of society to engage fathers in the lives of their children. NFI is the #1 provider of fatherhood resources in the nation. Since 2004, through FatherSOURCE™, its national resource center, NFI has distributed over 5.9 million resources, and has trained over 11,900 practitioners from over 5,500 organizations on how to deliver programming to dads. NFI is the most quoted authority on fatherhood in America; since 2009, NFI has been mentioned in over 1,400 news stories, and makes regular appearances in national media to discuss the importance of involved, responsible, and committed fatherhood. Learn more at [fatherhood.org](http://fatherhood.org).

### **About Armed Services YMCA**

The Armed Services YMCA (ASYMCA) was rated as a top 3% of charities nationwide by Charity Navigator in 2011. The ASYMCA makes military life easier with free and low-cost programs for nearly 500,000 junior enlisted and their families each year at 33 branches and affiliates nationwide. Programs offered include: deployment support, emergency aid, family and youth camps, and other services that help military families stress less and connect more. Please visit [www.asymca.org](http://www.asymca.org) to learn more.

### **About Kimberly-Clark**

Kimberly-Clark 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 K-C 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 position in more than 80 countries. To keep up with

the latest K-C news and to learn more about the company's 140-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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