

Kleenex Brand Launches Break-Through Tool That Predicts Where The Cold And Flu Will Hit Next

Online Tracker Provides Cold and Flu Forecast Up to Three Weeks in Advance

DALLAS, Sept. 24, 2013 /PRNewswire/ -- Last year's cold and flu season saw its earliest start in nearly a decade, according to the Centers for Disease Control and Prevention (CDC). To ensure consumers are prepared this year, Kleenex brand is launching the *achoo by Kleenex* tool, the first and only cold and flu predictive tool that can determine where it will hit next to remove some of the season's uncertainty.

The *achoo by Kleenex* tool utilizes CDC data and a proprietary forecasting model developed by a global network of professors, top business leaders and highly trained analysts. The result is a one-of-a-kind cold and flu tool that predicts where it will hit next up to three weeks in advance with an average accuracy rate of more than 90 percent, going well beyond the "current status" that other sources provide and giving consumers an opportunity to prepare for cold and flu before it hits their area.

"For years we have seen the cold and flu wreak havoc on our lives— it hits without warning, and the timing, location and severity vary from year to year, leaving everyone unprepared," said Anna Elledge, Kleenex brand manager. "The *achoo by Kleenex* tool gives everyone the opportunity to see when and where the cold and flu will hit their area. It's one more way for Kleenex brand to help families prepare for the season and avoid sickness before it hits."

Starting late September, visit www.my-achoo.com to access the *achoo by Kleenex* tool and get a cold and flu forecast for your area. Simply enter your zip code or city and state, and the tool will provide an outlook on the next three weeks so that you can prepare for what's ahead. In addition to the *achoo by Kleenex* tool, the website will feature cold and flu related tips, including covering your cough or sneeze with a facial tissue as recommended by the CDC. Prepare for cold and flu season by stocking up on Kleenex Everyday Tissue, which is now thicker and more absorbent to help keep hands clean and dry.

"We've all been there — increasing our normal Vitamin C intake and tearing apart the house looking for a tissue," said Elledge. "This winter, we're helping parents avoid the 'day one scramble' by showing them when the cold and flu will hit so they can go out and stock up on essentials, such as Kleenex brand tissue, ahead of time."

Nationwide Kleenex Brand Checkpoints

Starting in September, Kleenex brand will host Checkpoints in cities identified as "high risk" by the *achoo by Kleenex* tool to help people prepare for the upcoming cold and flu season. The Checkpoints will kick off in Chicago on Sept. 25, and will be hosted by a well-known mom who will be talking to consumers about cold and flu preparedness. Look for Checkpoint Ambassadors in high traffic areas for a chance to redeem retail gift cards and valuable coupons to help you stock up on cold and flu essentials, like Kleenex Everyday Tissue.

For more information on the *achoo by Kleenex* tool and for tips to help prepare for this cold and flu season, visit www.Kleenex.com/flu.

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 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 141-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

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