

# Kleenex Brand Commits \$500,000 To Help Fund And Keep School Field Trips As Part Of Educational Curriculum

## Introduces New Packaging Options to Help Parents & Teachers "Sneeze Shield" Kids Wherever They Go

DALLAS, July 14, 2011 /PRNewswire/ -- School may be out for the summer, but many parents already are making plans to make sure their young students have all the essentials for a successful back-to-school season. The Kleenex brand is too. Just in time for the 2011 – 2012 school year, Kleenex brand facial tissues is committing \$500,000 to help fund an important component of children's education: school field trips. Visit [www.Facebook.com/Kleenex](http://www.Facebook.com/Kleenex) to learn more.

Field trips offer experiential learning in real-world settings, and they have always been a favorite school activity for kids who like to stay on-the-go. According to the Lemelson-MIT Invention Index, hands-on activities outside the classroom, such as field trips, are one of the most effective ways to engage youth ages 12 through 17. Unfortunately, though, one in four schools in the U.S. is being forced to cut or even eliminate field trips due to budget cuts, according to a 2009 survey conducted by the American Association of School Administrators.

To help fill the gap, the Kleenex brand is committing half a million dollars to help schools across America keep field trips as a part of the educational curriculum. The brand is inviting parents, teachers and everyone else to try to help their schools win a share of the cash by participating in the online Kleenex brand Back to School Sweepstakes program.

"Field trips provide a hands-on experience that engage students and get them interested in subjects that they might not otherwise be interested in," said Craig Smith, Kleenex Brand Director. "I am thrilled to have the opportunity to help uphold this valued learning tradition."

The Kleenex brand Back to School Sweepstakes will award 100 schools a \$5,000 award to be used toward field trips during the 2011 – 2012 school year. Starting in July, consumers can enter the sweepstakes with a few simple steps:

- **Visit** [www.Facebook.com/Kleenex](http://www.Facebook.com/Kleenex)
- **Click** on the "Back to School" tab at the top of the page
- **Vote** for your favorite participating school **-or-**
- **Register** the school of your choice by clicking the "Add a School" box and filling out the digital registration form

The top 100 U.S. schools that finish with the most votes on the Kleenex brand Facebook page will receive a \$5,000 award from the Kleenex brand. Voting ends on September 14. The winning schools will be notified on or around September 15, and an official list of winners will be posted on the Kleenex brand and Kimberly-Clark

Facebook pages between October 14 and October 31. Visit [Facebook.com/Kleenex](https://www.facebook.com/Kleenex) for complete entry requirements and to learn how you and your friends and family can help win field trips for your child's school.

"Parents have been sending their children back to school with Kleenex brand facial tissue for decades, and we are excited to give back to the families and schools that have been supporting us for so many years," said Smith. "As families begin purchasing Kleenex brand facial tissues and other back to school supplies for their children, we encourage every parent and every teacher to go online and register or vote for their favorite participating school to help enhance their child's learning experience."

### **New On-the-Go Packs Makes it Easy to Take "Sneeze Shield" Protection Wherever Kids Go**

Also just in time for the back-to-school season, the Kleenex brand is adding a new line of on-the-go packs with Sneeze Shield to make it easy to help keep stuff off kids' hands in the classroom, on field trips, at home or wherever kids go.

Moms and teachers rely on Kleenex brand as the only facial tissues with Sneeze Shield help to keep stuff off hands so that kids can get on with the fun of being kids. That's why Kleenex brand is introducing a new line of on-the-go packs to make it easier to Sneeze Shield kids wherever they go.

The on-the-go packages include:

- The wallet pack. It is thin and sleek, so you can always keep a tissue on hand. Their trendy design and convenient size make it the perfect accessory for hip tweens and teens.
- The auto pack. It fits perfectly in the car door or glove compartment – no need to lug around a box of tissue or fumble in a purse for a tissue while driving.
- The new and improved pocket pack. A long-time favorite has been improved to feature three-ply tissue.

The new line of Kleenex brand on-the-go products will be available in the facial tissue aisle at retailers nationwide starting this July.

Kleenex brand is committed to education year round and is the only facial tissue brand to participate in the Box Tops for Education® program. Through Box Tops for Education, Kleenex brand offers households with school-age children an opportunity to earn cash for their child's school. Look for Box Tops coupons on popular Kleenex brand facial tissue, including 184 count and 240 count everyday tissue and Kleenex brand 112count Anti-Viral Tissue. Box Tops for Education is a trademark of General Mills, used under license.

Visit [www.kleenex.com](http://www.kleenex.com) for store locations and additional product information.

### **About Kimberly-Clark**

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people—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 139-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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