

The Huggies Brand Encourages Parents To Showcase Their Active Babies

Brand Launches YouTube Channel for Parents to Share Videos of Their Babies' Favorite Squirmy Moves

DALLAS, Jan. 19, 2012 /PRNewswire/ -- *The Rolling Pin*, *The Booty Scoocher* and *The Acrobutt* are just a few of the squirmy baby moves that the Huggies brand is celebrating with the introduction of its new Huggies branded YouTube channel – <http://www.youtube.com/huggies>.

(Logo: <http://photos.prnewswire.com/prnh/20110713/CG34334>)

Moms everywhere can share their babies' tricky moves by visiting the Huggies branded YouTube channel's Squirmy Baby Roundup to create a Huggies Little Movers Slip-On Diaper commercial and name their baby's twists and turns. In the first two days of the channel's premiere, more than 2,000 parents have uploaded videos of their *Jumping Bean*, *Kick n' Roller* and more!

Celebrity Moms Melissa Rycroft, Tia Mowry and Emily Procter are joining the fun and showing off their babies' squirmy moves. These Moms are excited to embrace their little ones' squirmy nature and celebrate their active moves.

"Now that my Ava is an active mover, chasing her for changing time has turned into a squirmy, topsy-turvy event!" said celeb Mom, Melissa Rycroft. "Using Huggies Little Movers Slip-On Diapers helps make changing my 'Boot Scootin' Booty' a little easier."

"This past year Huggies named their own squirmers from the Helicopter to the Escape Artist, and now the brand is excited to extend the opportunity for parents to show-off their babies' own unique moves," said Erik Seidel, Vice President, Huggies Brand.

Making Changing Time An Easy Time

The Huggies Little Movers Slip-On Diaper is a disposable diaper that slides on just like underwear. These easy-to-use diapers offer Moms of squirmy babies a solution that simplifies the changing routine, while still offering Moms the same leakage protection they have come to know and trust from the Huggies Brand.

Huggies Little Movers Slip-On Diapers come in three sizes, size 3 (16 – 28 lbs.) through size 5 (more than 27 lbs.), and will be available throughout North America at all major retail outlets where diapers are sold. Suggested retail price is \$9.59 for Jumbo Pak and \$19.99 for a Big Pak (diaper count varies based on diaper size).

Visit Huggies Online and Join The Conversation

Visit Huggies.com for more information on Little Movers Slip-On Diapers, as well as all Huggies Brand products and promotions. Upload your video on the Huggies branded YouTube channel (<http://www.youtube.com/huggies>), follow Huggies Brand on Twitter (www.twitter.com/huggies) and connect on Facebook (www.facebook.com/huggies) to chat with other parents and find out about Huggies Brand offers. And,

check back this summer for squirmy baby-focused fun and giveaways.

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 140-year history of innovation, visit www.kimberly-clark.com.

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