

Pull-Ups® Brand Helps Milwaukee-Area Toddler Celebrate Potty Training Success

Pieper Family Shares First Flush Moment on Facebook and Wins All-Expenses Paid Trip to Orlando

NEENAH, Wis., March 18, 2013 /PRNewswire/ -- Parents love to celebrate their kids' major milestones, and now the first flush that kicks off potty training is no exception. The Pull-Ups Brand, parents' potty training partner for nearly 25 years, recently asked parents to show how they started potty training the fun and easy way by sharing their child's celebratory first flush photo on its Facebook page. Thousands of parents entered the Pull-Ups First Flush Moments Sweepstakes, but Jessica Pieper from Greenfield, Wis., was randomly chosen as the grand prize winner. Ms. Pieper wins an all-expenses paid trip for her family to a world-famous destination in Orlando.

"We're so thankful that Pull-Ups gave us this exciting opportunity," said Jessica Pieper. "It made Emmalyn's potty training experience fun, especially when she made it to that first flush. We can't think of a better way to celebrate potty training success than with this trip to Orlando!"

Pull-Ups launched the First Flush Moments Sweepstakes to give extra motivation for Moms and children to start potty training and encourage them to celebrate their child's first flush ... and every flush after. To enter, parents visited Facebook.com/Pull-Ups and shared a short story or uploaded an image documenting their celebratory first flush moment, whether it was a cheer, a smile or a high-five.

"We noticed a lot of moms were delaying the potty training process because of the perceived stress and conflict with their child," said Christoph Zickler, Pull-Ups Senior Brand Manager, Kimberly-Clark. "We wanted to motivate Moms to begin potty training their children and show how fun and easy the process can be by celebrating their potty training successes."

Mid-way through the sweepstakes, Pull-Ups selected 41 entrants to have their photos showcased on the ABC Supersign in New York City's Times Square, during a Jan. 29 event where Pull-Ups held a larger-than-life celebration.

Pull-Ups Big Kid App

In addition to helping parents and toddlers celebrate the first flush, Pull-Ups recently launched the Pull-Ups* Big Kid App, a mobile tool that integrates imagination and reality via augmented reality technology to keep mom and child motivated throughout the potty training process. With 74 percent of Moms letting their children regularly play with their smart phone¹, the Pull-Ups Big Kid App is the perfect tech-friendly tool that Moms can access and use as part of their highly mobile lives.

Special identifying markers inside packages of Pull-Ups Training Pants can be scanned with the Pull-Ups Big Kid App to activate the interactive Pull-Ups Big Kid 3D Celebration, where Disney characters, including Rapunzel, Mickey, Minnie and Buzz Lightyear, come to life.

The Pull-Ups Big Kid App is available as a free download via the Apple iTunes App store and Google Play for Android. To learn more, visit pull-ups.com.

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

¹ *Mom Central Trend Report - March 2011*

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