

# New Huggies Little Movers Camo Diapers Go On The March Exclusively At Walmart

## Limited-Edition Diaper's Sales Will Help Support Service Families in Need

DALLAS, Aug. 29, 2011 /PRNewswire/ -- Kimberly-Clark Corporation today announced the launch of new, limited-edition Huggies Little Movers Camo Diapers. Available exclusively at Walmart, Huggies Camo Diapers offer a unique and stylish design that allows little ones to salute our military by dressing cute for a cause.

(Photo: <http://photos.prnewswire.com/prnh/20110829/DA58955>)

For every pack of Huggies Camo Diapers purchased, Huggies *Every Little Bottom* program will help diaper a baby in need by donating to Operation Homefront, which provides emergency assistance to the families of service members and wounded warriors. In 2011, Huggies *Every Little Bottom* will donate up to 500,000 diapers to military families.

"Huggies Camo Diapers are shaped to fit like classic Huggies Little Movers Diapers and combine a fashionable camouflage design with the proven performance of the Huggies brand," said Erik Seidel, vice president for the Huggies brand. "We are proud to partner with Walmart to introduce Huggies Camo Diapers and to join with Operation Homefront to support service men and women and their loved ones."

The Huggies brand, Walmart and Operation Homefront will host baby showers for expectant military moms in five locations across the U.S. to spread the word about helping service members and families in need of assistance. The first baby shower will take place in Washington, D.C. this month, with subsequent events planned for September in Fayetteville, Arkansas, San Diego, California, San Antonio, Texas and Fort Bragg, North Carolina.

K-C is also offering limited-edition Huggies Camo Wipes in a fun, camo-inspired package design, allowing mom to stylishly accessorize while enjoying the same gentle clean found in traditional Huggies Natural Care Wipes.

Huggies Camo Diapers and Wipes will be available exclusively at Walmart stores nationwide for a limited time from September to November 2011. Huggies Camo Diapers offer the trusted leakage protection Moms have come to know and trust from the Huggies brand and feature the same revolutionary design found in Huggies Little Movers Diapers that allows babies to move, crawl and scoot.

For more information about the Huggies Camo Diaper, visit [www.huggiescamo.com](http://www.huggiescamo.com). For more information on *Every Little Bottom*, visit [EveryLittleBottom.com](http://EveryLittleBottom.com). To stay up to date on the latest Huggies brand and parenting news, follow @Huggies on Twitter and visit [www.facebook.com/huggies](http://www.facebook.com/huggies) to become a fan and share tips and stories with other Huggies Moms.

### 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).

SOURCE Kimberly-Clark Corporation

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