

Huggies Spreading Holiday Cheer From Babies' Bottoms To Families In Need

Brand's New Santa Design Diaper Encourages Parents To "Dress 'em Like Claus for a Cause"

DALLAS, Oct. 11, 2011 /PRNewswire/ -- This holiday season, Huggies brand is helping babies everywhere dress like "Claus for a Cause" with its new limited-edition Huggies Santa Diaper. Huggies Santa diapers offer a unique and festive design allowing little ones to strut around in the jolliest diaper of the holiday season. By purchasing Huggies Santa Diapers moms across North America can help a baby in need through Huggies *Every Little Bottom* program.

The Huggies brand is enlisting parents nationwide to get involved and purchase the gift that keeps on giving. For every pack of Huggies Santa Diapers or Holiday Wipes purchased, Huggies *Every Little Bottom* program will help diaper a baby in need. One in three American moms and one in five Canadian moms are faced with the choice between diapers and other basic needs like food. Through the *Every Little Bottom* program, the Huggies brand has committed to donating more than 22.5 million diapers to babies in need in 2011.

"This holiday season, Huggies is allowing parents to celebrate with their little one in a fun and festive way while also focusing in on the message of giving," said Erik Seidel, Vice President, Huggies brand. "As a leading diaper brand committed to raising awareness of diaper need in North America, Huggies is encouraging parents to contribute to this cause by purchasing the limited-edition Huggies Santa Diapers and Holiday Wipes. Together we can ensure that every baby in North America has one of the most essential products they need – diapers."

This November Moms can also pass on the Huggies holiday cheer at AmericanGreetings.com by uploading photos of their Santa-diaper wearing baby to create, customize and share a one-of-a-kind holiday e-card. For every e-card created or shared, Huggies *Every Little Bottom* will donate to a baby in need.

Huggies brand Santa Diapers: Fashionable Leakage Protection

Huggies Santa Diapers and Holiday Wipes will be available nationwide for a limited time October through December at select retail outlets where diapers are sold. Huggies Santa 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 brand Little Movers Diapers that allows babies to move, crawl and scoot.

Join the Conversation

For more information about the Huggies Santa Diaper, visit Huggies.com. For more information on *Every Little Bottom*, visit 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 or www.facebook.com/huggieslatino to become a fan and share tips and stories with other Huggies Moms.

Ab out Huggies Every Little Bottom

Huggies Every Little Bottom has a single mission – to help get diapers to babies in need in the U.S. and Canada. The program was developed in response to a ground breaking new study that revealed the critical issue of diaper need. Diaper need is the struggle to provide babies with diapers. Today, 1 in 3 American and 1 in 5 Canadian mothers struggle with diaper need, and have had to cut back on basics – food, utilities such as heat or electricity, or even childcare – in order to provide enough diapers for their babies. With the support of partner organizations, grassroots efforts and moms across the country, the program will build awareness of the issue and work to create a long-term solution.

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.

Contact: Jenna Wheeler Rice

312.297.6915

Jenna.rice@edelman.com

Contact : Joey Mooring

972.281.1443

Joey.mooring@kcc.com

SOURCE Kimberly-Clark

<https://www.news.kimberly-clark.com/press-releases?item=124587>