

Nurturing Babies And Innovations

Huggies MomInspired Grant Program Launches Annual Search for Best New Products Inspired by Parents and Babies

DALLAS, May 6, 2013 /PRNewswire/ -- Is your little bundle of joy your greatest source of inspiration? This Mother's Day, Huggies is celebrating innovative parents by encouraging them to apply for the Huggies® MomInspired® Grant Program. Four million babies are born each year and more than 84 percent of "mompreneurs" said they developed their big ideas *after* becoming a parent¹. The Huggies MomInspired Grant Program – now in its fourth year – is here to help turn those dreams into a reality.

(Logo: <http://photos.prnewswire.com/prnh/20120425/CG93891LOGO>)

Just as Mother's Day draws near, applications can be submitted starting today at www.HuggiesMomInspired.com. Huggies will award \$15,000 grants to up to 12 people to explore and grow their innovative product ideas that help make parents' lives easier. Winners will receive business advice from Maria Bailey, author, radio and TV personality and founder of BSMMedia.com, as well as support from Kimberly-Clark.

"The Huggies MomInspired Grant Program was created because we saw the need to help fund women-owned businesses and start-ups, but the grant is open to anyone who has an innovative baby or child care product or idea – it is not limited to only Moms or women," said Kelly Stephenson, Huggies senior brand manager. "We are looking forward to adding a new group of creative winners to the Huggies MomInspired family and giving them the opportunity to grow their innovative ideas and businesses."

Apply Now:

- **Who:** Anyone with an original, innovative and viable new product idea to help make life easier for parents; must be 21 and older and reside in the United States
- **How:** Log onto www.HuggiesMomInspired.com and submit application, including the idea and business plan
- **When:** May 6, 2013, through July 31, 2013
- **Why:** For the chance to receive \$15,000 and advice to help start or grow your business idea

MomInspired Success Stories:

This year's grant recipients will join 32 others who have continued to develop their winning ideas, products and succeed in small business – from faucet accessories to help little ones wash their hands to wall-mounted diaper dispensers that create a quick and mess-free diaper changing environment.

A past winner, Lauren Levy, continues to experience success with Magnificent Baby – a clothing line that uses special Smart Close magnetic fasteners to make dressing and changing baby faster and easier. Since winning the grant, her business has tripled in sales every year and is now carried nationally in more than 3,000 boutiques and department stores and in more than 15 countries.

Romy Taormina is a 2011 grant recipient for Psi Bands, award-winning acupressure wrist bands for the relief of nausea associated with morning sickness during pregnancy. They are now sold at more than 13,000 major retailers across the country.

For more information about all the grant recipients and the program, visit HuggiesMomInspired.com. Grants will be awarded in fall 2013.

Join the Conversation

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.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) 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](#).

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Source: Kimberly-Clark Corporation

¹ The Huggies MomInspired Mom Entrepreneur online survey was conducted by BSM Media between September 27 - October 1, 2012. The sample included 1,005 entrepreneurial mothers with at least one child under the age of 18 years old living at home. The national results of this study have margin of +/-3.0 at the 95 percent level of confidence

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