

Let's Talk About Bladder Leakage: Depend Brand Builds Underwareness To Help Bring Issue Out Of Hiding And Into Plain View

Alt-Dance Group Capital Cities Helps Ignite New Social Movement with Free Concert

NEW YORK, Aug. 7, 2014 /PRNewswire/ -- One in four Americans* experience bladder leakage. And surprisingly, nearly half are under the age of 50. So no one has to go it alone, Depend brand (www.Depend.com) is launching "Drop Your Pants for Underwareness" (www.Underwareness.com), its largest effort to date to help break down the stigma of bladder leakage and support the millions of people with it. To kick off this new social movement and charitable cause, alt/dance group Capital Cities, famous for their hit "Safe and Sound" and their latest single "One Minute More," headlined Drop Your Pants and Dance for Underwareness, a free concert at New York City's Pier 97 last night that marked the first step to bring bladder leakage and Depend Underwear into the open. To the delight of the audience, fans wearing Depend Underwear joined Capital Cities on stage and danced to the band's song, "Center Stage."

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/players/English/7271851-depend-brand-builds-underwareness-about-bladder-leakage/>

"Underwareness is spreading the word that 65 million Americans experience bladder leakage and that it can be caused by such common things like diabetes and childbirth," said Capital Cities' Ryan Merchant. "Depend Underwear or regular underwear?" asked Sebu Simonian. "Doesn't make a difference to us. Let's party!"

People across the country can also show their support for Underwareness, whether they need Depend Underwear or not. Depend brand will donate \$1, up to \$3 million, over the next three years⁺ to The Simon Foundation for Continence and United Way Worldwide for:

- Every pant drop, photo and video shared and tweet tagged using #Underwareness and #DropYourPants; and
- Every personal video made about what Underwareness means to you that is uploaded to YouTube and tagged #Underwareness and #DropYourPants.

Depend brand, a leader in the adult care heavy-end incontinence category, is supporting The Simon Foundation for Continence to advance the research, education and awareness of bladder leakage and United Way Worldwide to promote healthy, active and independent living throughout an individual's life.

"Many people with bladder leakage worry and live in fear of embarrassment, not even wanting to self-identify with the condition. After 30 years, the Depend brand is as committed as ever to changing the bladder leakage conversation and helping these people live more active and fulfilling lives," said Elizabeth Metz, Depend brand director, Kimberly-Clark. "The change starts here with us and we hope that people will follow our lead in supporting what we believe to be a game-changing cause, Underwareness. Wearing a different kind of underwear shouldn't be a big deal!"

In addition to the free concert, Underwareness will also be supported by TV advertising showing mass support of the social movement; eye-catching and unexpected print and out-of-home advertising; digital partnerships; a launch video showing how Depend employees are leading the charge to support Underwareness and people with bladder leakage; and a robust digital presence at www.Underwareness.com that invites people to Drop Your Pants, view videos and photos and engage with Depend brand.

Join the cause and request a free product sample at www.Underwareness.com.

About the Depend Brand and Kimberly-Clark

Kimberly-Clark's Depend brand, the adult incontinence category leader in North America, is committed to breaking category stigmas, changing the bladder leakage conversation and understanding the needs of those with the issue. This year, the Depend brand is celebrating its 30th anniversary of providing people with products that help allow them to live an active, fulfilling life. For more information or to request a product sample, visit www.depend.com or follow us on [Facebook](#) or [Twitter](#).

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's 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 142-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

*between the ages of 20 and 85

+maximum of \$1 million per year

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/players/English/7271851-depend-brand-builds-underwareness-about-bladder-leakage/>

[KMB-B]

SOURCE Kimberly-Clark

For further information: Raina Bahu, Marina Maher Communications LLC, 212-485-1655, rbahu@mahercomm.com; Eric Bruner, Kimberly-Clark, 972-281-1443, eric.bruner@kcc.com

<https://www.news.kimberly-clark.com/press-releases?item=124612>