

# Kimberly-Clark Launches National Program To Celebrate Family Values

## Company Offers Simple Solutions to Help Parents Increase Family Togetherness

DALLAS, May 1, 2015 /PRNewswire/ -- The most resounding family memories are not always grounded in long-standing traditions, but often the in-between moments that are imperfect and unexpected. With more dual-income families and kids taking part in after-school activities, however, everyday moments are increasingly getting lost in the shuffle. In fact, recent research shows that some instances of family moments, like family dinners, have decreased by 33 percent over the past 20 years.\*

"Kimberly-Clark products like Huggies diapers and Kleenex facial tissues play an essential role in supporting families across a variety of life stages," said Lori Borchardt, Kimberly-Clark Brand Manager. "We are excited to illuminate these touch points between consumers and our brands with an exclusive and intimate portrait into everyday family life with the help of our partners."

To help families find time for the moments that matter most, Kimberly-Clark is partnering with five online influencers – representing a variety of families across cultures and areas of life – to provide a behind-the-scenes look at their own creative, time-saving solutions that have helped them free up schedules for a renewed focus on creating new memories – big and small – with their families.

- Jim Higley of [Bobblehead Dad](#)
- Yvette Marquez-Sharpnack of [Muy Bueno](#)
- Janise Burrafato of [Mama in Heels](#)
- Sarah Skaggs and Jessica Bailey of [Pretty Providence](#)
- Meagan Francis of [The Happiest Home](#)

Starting May 1, parents can visit [www.Facebook.com/PickUptheValues](http://www.Facebook.com/PickUptheValues) to get a glimpse into the lives of these top online influencers, receive valuable time and money saving tips and tricks, and access valuable coupons from Huggies diapers and wipes, Viva paper towels, Kleenex brand facial tissue, Scott toilet paper, U by Kotex tampons, and Poise pads, among other brands.

Whether the goal is to host a summer barbeque or simply celebrate a potty training achievement, Kimberly-Clark, with the help of its dedicated partners, will provide tips to help consumers take advantage of the moment and focus on what matters the most: caring for your family.

For more information on Celebrate Family Values and to learn more about participating Kimberly-Clark products, visit [www.PickUptheValues.com](http://www.PickUptheValues.com) or join the conversation online at #CelebrateFamilyValues.

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

[KMB-B]

\*Bureau of Labor Statistics

Photo - <http://photos.prnewswire.com/prnh/20150430/213135>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/kimberly-clark-launches-national-program-to-celebrate-family-values-300075728.html>

SOURCE Kimberly-Clark

For further information: Nikki Gould/Ketchum, Phone: 312-228-6818, [nikki.gould@ketchum.com](mailto:nikki.gould@ketchum.com), Terry Balluck/Kimberly-Clark, Phone: 972-281-1397, [Terry.Balluck@kcc.com](mailto:Terry.Balluck@kcc.com)

---

<https://www.news.kimberly-clark.com/press-releases?item=124613>