

# Huggies Jeans Diapers Back On Store Shelves Just In Time For Summer

## Brand Re-Introduces Fashionable Denim Diaper and Helps Babies Everywhere Dress "Cute for a Cause"

DALLAS, May 9, 2011 /[PRNewswire](#)/ -- Just in time for warm weather, Huggies brand is encouraging parents to dress their little ones "Cute for a Cause" with the much anticipated return of the limited-edition Huggies Jeans Diaper. By purchasing Huggies Jeans Diapers moms across North America can help a baby in need through Huggies *Every Little Bottom* program.

One in three American Moms and one in five Canadian Moms have faced the choice between diapers and other basic needs like food. Through the *Every Little Bottom* program, Huggies brand will donate 22.5 million diapers in 2011. In order to help even more babies in need, Huggies brand is also enlisting parents nationwide to get involved. For every pack of Huggies Jeans Diapers, or new this year, Huggies Jeans Wipes purchased, Huggies *Every Little Bottom* program will help diaper a baby in need.

"Diaper need in North America is an overlooked issue and Huggies is proud to serve as the leading diaper brand committed to raise awareness of this growing issue by spreading the word and helping as many families as possible," said Erik Seidel, Vice President, Huggies brand. "While Huggies is dedicated to ensuring families across North America have access to diapers, we know that an effective long-term solution weighs heavily on the support of partner organizations, grassroots efforts and most importantly, moms who understand the importance of clean, dry diapers."

"This summer, we are encouraging parents all across North America to help contribute to this cause by purchasing packages of the limited-edition Huggies Jeans Diapers and wipes. Together, we can help make sure that moms nationwide are able to provide their babies a clean, dry diaper," said Seidel.

Huggies brand is also encouraging parents to share their support for this worthwhile cause by showing-off their baby's summer style. Parents can upload a photo of their little one sporting the denim diaper to the online photo gallery to create a one-of-a-kind photo card or choose to support a baby in need by sending their child's photo down a themed virtual runway at [Huggies.com](#). For each photo uploaded or "liked" the Huggies brand will help a baby in need by donating a diaper to the *Every Little Bottom* program.

"I am thrilled to help spread the word about *Every Little Bottom* and the importance of providing such an important essential for families in need," said television personality, Melissa Rycroft. "I'm looking forward to adding a fashionable twist to teaching my little girl, Ava, the importance of helping others at such a young age, while having fun with one of my favorite summer wardrobe staples – denim."

This month, Huggies brand will host a Sip & See baby shower for Rycroft and her daughter, Ava, to help spread the word about helping babies in need through the *Every Little Bottom* program, and the return of Huggies Jeans Diapers.

*Every Little Bottom* was developed in 2010 to address a critical issue in America – diaper need. Its single mission was, and still is, to get diapers to babies in need. In 2010, *Every Little Bottom* donated 20 million diapers in the U.S. and 2.5 million diapers in Canada and in 2011 *Every Little Bottom* plans to reach this goal

once again.

### **Huggies brand Jeans Diapers: Fashionable Leakage Protection**

Huggies Jeans Diapers and wipes will be available nationwide for a limited time May through July at retail outlets where diapers are sold. Huggies Jeans 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 Jeans Diaper and to donate online, visit [Huggies.com](http://Huggies.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) or [www.facebook.com/huggieslatino](http://www.facebook.com/huggieslatino) to become a fan and share tips and stories with other Huggies Moms.

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