

Comedienne And Talk Show Host Sheryl Underwood Teams Up With Depend Brand To Raise Underwareness

New Social Movement And Charitable Cause Aims To Support The Millions Of Americans With Bladder Leakage

DALLAS, Aug. 18, 2014 /PRNewswire/ -- As a popular talk show host and comedienne, Sheryl Underwood is no stranger to real talk. Now, she's partnered with Kimberly-Clark's Depend brand (www.depend.com) to share her personal experience with bladder leakage as part of Drop Your Pants for Underwareness, a cause to bring the issue and Depend Underwear out of hiding. Underwareness is Depend brand's largest effort to date to help break down the stigma of bladder leakage and support the one in four Americans* who experience it.

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"As an entertainer, I was taught how to be in the spotlight but no one ever prepared me for living with bladder leakage when you're 50 years young," said Underwood. "There's no name or face or age on this, and I hope that by sharing my story and joining Depend in Underwareness, I will inspire others and help them feel less alone."

So no one has to go it alone, Underwood dropped her pants for Underwareness to show everyone that wearing a different kind of underwear is no big deal. Now she wants people to join her in supporting the social movement and charitable cause, whether they need Depend Underwear or not.

Depend brand will donate \$1, up to \$3 million, over the next three years⁺ to charities that advance the research, education and awareness of bladder leakage 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.

Underwood's story will be featured in an inspirational video on www.Underwareness.com to help show people they can live active, fulfilled lives despite their bladder leakage.

"We're thrilled Sheryl Underwood was open to sharing her personal story in support of Underwareness," said Elizabeth Metz, Depend brand director, Kimberly-Clark. "It's very powerful to have a high profile person like her helping to change the stigma of bladder leakage and Depend Underwear. Sheryl's a perfect example of how bladder leakage doesn't have to slow people down."

Also featured on www.Underwareness.com are the personal story of stand up poet Mighty Mike McGee and

event photos and videos from Depend brand's Drop Your Pants and Dance for Underwareness concert that ignited this new social movement and charitable cause.

To watch the personal stories, join the Underwareness cause and request a free product sample, visit www.Underwareness.com.

*between the ages of 20 and 85

+maximum of \$1 million per year

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 them 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](#).

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