

# Huggies Brand Continues To Answer President Obama's Call To Close The Diaper Gap

## Huggies Helps More Babies in Need and Provides 2016 Recap of Making a Difference in Diaper Need

DALLAS, Dec. 22, 2016 /PRNewswire/ -- Today, Huggies announced that it's giving hugs for the holidays to help babies in need this giving season and beyond. In early 2017, Huggies will become the first global diaper brand to offer a program that will enable diaper banks to purchase bulk quantities of high-quality Huggies diapers at competitive prices. Additionally, now through the end of the year, Huggies is matching all [Rewards Point](#) diaper donations made to help babies in need.

This announcement is part of Huggies continued commitment to answering [President Obama's March 2016 call](#) for helping the one in three families suffering from diaper need, the inability to provide fresh, clean diapers for their babies.

"These efforts support [No Baby Unhugged](#), our promise to help babies get the hugs they need to thrive," said Giusy Buonfantino, president of Kimberly-Clark Baby and Child Care North America. "We are inspired by parents' hugs – nurturing baby with care, cradling baby in comfort and surrounding baby in protection. The holidays are the perfect time to think about others and give back, so we're turning that inspiration into diaper donations and providing even more access to our high-quality Huggies diapers to benefit the [National Diaper Bank Network](#)."

"Having access to a Huggies quality diaper through this program is the best value the network has had yet," said Joanne Goldblum, chief executive officer of the National Diaper Bank Network (NDBN). "In addition to the 20 million diapers that Huggies donates to NDBN each year, the new diaper purchasing program will provide NDBN-members access to a trusted source of diapers needed to fully serve struggling families in their local communities."

Parents can help, too. Simply donate Huggies Rewards Points, and Huggies will match every point donated through Dec. 31. Check out the new Huggies Rewards app or visit [Huggies.com](#) to find out how to get started and donate today.

"We want all babies to have the opportunity to grow up healthy and happy," Buonfantino said. "In 2017, we will continue to do our part as a leader in the effort to combat diaper need by driving donations and advocacy, and we look forward to launching our new program that will help more babies in need through the National Diaper Bank Network."

### Making a Difference in Diaper Need: A Look Back at 2016

Throughout the year, Huggies responded to President Obama's call with incremental diaper donations and partnerships to expand upon its long-standing commitment and leadership in the fight against diaper need. To date, Huggies and its partners have donated more than 48 million diapers and wipes in 2016 alone through:

- Partnerships with [Association of Women's Health, Obstetric and Neonatal Nurses](#) (AWHONN) and nurses across the country to extend [AWHONN's Healthy Mom&Baby Diaper Drive](#)
- Building upon a five-year relationship with [Baby2Baby](#) by hosting a diaper donation event and social media

activation with Baby2Baby supporter Jennifer Garner to drive advocacy around Diaper Need Awareness Week

- Teaming up with [Miami Dolphins](#), [San Francisco 49ers](#) and [Detroit Lions](#) along with the nurses of AWHONN to host diaper drives during the football season
- Celebrating the giving season with retailers to drive additional diaper donations based on purchases
- Helping families suffering from the effects of natural disasters

Kimberly-Clark first brought the issue of diaper need to the forefront in 2010, when a groundbreaking Huggies study revealed one in three U.S. moms suffer from the inability to provide fresh, clean diapers for their babies. These parents often have to choose between paying for food or diapers, which can lead to increased stress and strife. Huggies has donated more than 200 million diapers and wipes since 2010 and helped build up a capability of 300+ diaper banks across the country as the founding sponsor of the [National Diaper Bank Network](#).

Additional information about the new diaper purchasing program will be available for diaper banks in early 2017. In the meantime, stay tuned on Huggies [Facebook](#) and [Twitter](#) pages for updates.

### **About the Huggies Brand**

Huggies believes deeply in the Power of Hugs. That's why every Huggies diaper and wipe is inspired by parents' hugs. For nearly 40 years, Huggies has been helping parents provide love, care and reassurance to help babies thrive. *No Baby Unhugged* is Huggies promise to ensure babies get the care they need to thrive – from innovative everyday products, growing hospital hugger programs and specially-designed products for the tiniest of babies, to diapers and wipes donations. Huggies is the fastest growing diaper brand in hospitals and partners with NICU nurses to develop diapers and wipes that meet the specific needs of pre-term infants. For more information on Huggies *No Baby Unhugged* program visit the "Why Huggies?" page at [Huggies.com](#).

### **About the National Diaper Bank Network**

The National Diaper Bank Network (NDBN) is a nationwide nonprofit dedicated to eliminating diaper need in America, by leading a national movement to help meet the basic needs of all babies and their families... including access to clean, dry diapers and other material goods. Founded in 2011 with the support of Huggies, the network raises national awareness of diaper need ([#DiaperNeed](#)) and supports the development and expansion of diaper banks in communities throughout the country. Its active membership includes more than 300 diaper banks, diaper pantries, and food banks located in 46 states, the District of Columbia and Guam. More information on NDBN and diaper need is available at [www.nationaldiaperbanknetwork.org](#), and on [Twitter](#) (@DiaperNetwork) and [Facebook](#).

### **About AWHONN**

Since 1969, the Association of Women's Health, Obstetric and Neonatal Nurses ([AWHONN](#)) has been the foremost authority promoting the health of women and newborns through the more than 350,000 registered nurses working in women's health, obstetric and neonatal nursing across the United States. AWHONN's *Healthy Mom&Baby Diaper Drive* measures and shares the stories of nurses who collect and donate diapers in communities throughout the country to families-in-need through their hospitals, universities, baby showers and education events. [#nurses4babies](#)

### **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 Kimberly-Clark 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 80 countries. To keep up with the latest news and to learn more about the company's 144-year history of innovation, visit [www.kimberly-clark.com](#) or follow us on [Facebook](#) and [Twitter](#).

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