

Huggies Brand Continues Efforts To "Wipe Out" Diaper Need

This Father's Day, Huggies Donates 22 Million Wipes to Match 22 Million Diaper Donation to Families in Need

DALLAS, June 16, 2016 /PRNewswire/ -- With one in three U.S. families unable to provide fresh, clean diapers for their baby, diaper need garnered national attention from the [White House](#) earlier this year when President Obama urged companies to help. Meeting that call in March, Huggies extended its long-standing commitment with a donation of 22 million diapers, and is continuing to help "wipe out" diaper need with a matching donation of 22 million free [Huggies Wipes](#) to the [National Diaper Bank Network](#) (NDBN).

According to the NDBN, more than half of its member diaper banks provide other basic need items besides diapers, with body cleansing products – including wipes – as the second-most distributed item. As the founding sponsor of the NDBN, Huggies has donated a combination of more than 200 million diapers and wipes in the past six years.

"We are thrilled that Huggies is broadening its support for the NDBN beyond its annual donation of diapers to include 22 million baby wipes to ensure babies in need have clean and dry bottoms to remain healthy," said Joanne Goldblum, executive director of the National Diaper Bank Network. "We receive frequent requests for wipes from our member diaper banks, and this additional offering will help further meet the basic needs of the families we serve."

This Father's Day, Huggies is also teaming up with the [City Dads Group](#) and [The Association of Women's Health, Obstetric and Neonatal Nurses](#) (AWHONN) to engage parents on skin health and diaper need. Everyone can join in the conversation during the "Huggies Wipes Out Diaper Need" Twitter Party, taking place on June 23 from 8-9 p.m. EST using #DiaperNeed.

Diapering is more than just putting on a diaper and wipes are one of the best products for maintaining a baby's naturally perfect skin. "Diapers and wipes go hand in hand to ensure proper hygiene," said Lynn Erdman MN, RN, FAAN, chief executive officer of AWHONN. "Nurses understand the importance of maintaining a baby's skin integrity and preventing irritation that could lead to more serious issues."

With these partners, Huggies is continuing to elevate the topic of diaper need and raise awareness of the importance of skin health in the diapering process.

"We're committed to fighting diaper need by providing great skin care to all babies through diapers and wipes donations," said Giusy Buonfantino, president of Kimberly-Clark baby and child care North America. "We want to embrace all babies so they have the opportunity to grow up healthy and thrive - it's how we got our name: Hugs + Babies = Huggies."

Together with Huggies, parents can help too: visit [Huggies.com/Rewards](#) and donate your Huggies Rewards points to help a baby in need. For more information on Huggies donation efforts, 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 45 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 The Association of Women's Health, Obstetric and Neonatal Nurses

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 and strengthening the nursing profession through the delivery of superior advocacy, research, education, and other professional and clinical resources. AWHONN represents the interests of 350,000 registered nurses working in women's health, obstetric, and neonatal nursing across the United States. To combat diaper need, AWHONN's patient education channel, *Healthy Mom&Baby*, in partnership with Huggies and the National Diaper Bank Network, captures the efforts and shares the stories of nurses combatting diaper need throughout the country. This year, nurses have the goal to raise more than 250,000 diapers for banks in their communities through the *Healthy Mom&Baby Diaper Drive* at DiaperDrive.org. Follow their efforts at #nurses4babies. Learn more about AWHONN at www.awhonn.org.

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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