

The National Diaper Bank Network And The Huggies Brand Pledge 1 Million Diapers To Support American Red Cross Disaster Relief Efforts

DALLAS, March 9, 2012 /PRNewswire/ -- In an effort to provide North American families access to diapers during times of catastrophic disasters, such as the recent tornadoes impacting the Midwest and Southeast regions of the United States, the National Diaper Bank Network (NDBN) and the Huggies brand have pledged to donate one million diapers to American Red Cross to support them in their disaster relief efforts.

"We stand ready to lend a hand to the American Red Cross and those families in their time of need," said Joanne Goldblum, Executive Director of the National Diaper Bank Network. "Through our partnership with the Huggies brand and their Every Little Bottom initiative, we are pledging to help the American Red Cross and families impacted by either the recent tornadoes or any future natural disasters that may take place."

In response to the recent tornadoes, the NDBN and the Huggies brand have pledged to the American Red Cross that up to 1 million Huggies brand diapers will be available for distribution to North American families during times of need to ensure they are able to care for their babies and provide the most basic necessities, such as diapers.

"We want to ensure moms and dads are able to have access to clean diapers for their babies," said Aric Melzl, Director, Huggies Brand. "Clearly our neighbors impacted by these terrible storms are in desperate need right now and the Huggies brand is committed to helping these and any other families out during their time of need."

"Families with small children have a long list of needs in the wake of disasters, including food, shelter, emotional support and even diapers," said Charley Shimanski, Senior Vice President of Disaster Services for the American Red Cross. "This generous donation from the National Diaper Bank Network and Huggies will help us provide families with an essential resource during these difficult times."

The Huggies brand diaper pledge is in addition to the \$1.5 million financial commitment Kimberly-Clark has made to the American Red Cross Annual Disaster Giving Program. Together, Kimberly-Clark and the Huggies brand will monitor ongoing relief efforts through its American Red Cross partnership and, where possible, continue to assist those families and communities rebuild in the aftermath of the recent tornado devastation.

About Kimberly-Clark

Kimberly-Clark 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 140-year history of innovation, visit www.kimberly-clark.com.

About the National Diaper Bank Network

The National Diaper Bank Network (NDBN) is a newly formed national nonprofit organization dedicated to

ensuring that every child in the United States has an adequate supply of diapers to remain clean, dry and healthy. Its mission is to raise awareness of diaper need and to build the capacity of diaper banks throughout the country by creating a national network of community partners. For more information please visit www.diaperbanknetwork.org.

SOURCE Kimberly-Clark

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