

Huggies Brand Awards Grants To 12 Inventive Moms

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DALLAS, Sept. 14, 2010 - Kimberly-Clark's Huggies® Brand today announced it has awarded its first-ever MomInspired™ grants to 12 entrepreneurial moms to help fund and resource their innovative, real-world product ideas.

Launched earlier this year, the Huggies® MomInspired™ Grant Program was created to provide the resources and seed capital for moms to either turn their great ideas inspired by personal motherhood experiences into successful businesses or help take their existing businesses to the next level.

Selected from almost 400 applications, the first 12 grant recipients each successfully demonstrated unique baby or childcare product ideas that address unmet parenting needs and make life easier for moms and dads. From a spill-proof training cup and a device that relieves the stress and pain of child vaccinations, to an online tool that helps moms balance their busy lives and an organized system for on-the-go parents with children on oxygen, each winner received \$15,000. [See Huggies® MomInspired™ grant recipients talk about their inspired products.](#)

"We're thrilled to have received so many inspired ideas in just the first round of the program," said Steve Paljieg, Senior Director, Corporate Innovation for Kimberly-Clark. "Our most important consumer is mom, and we felt the launch of Huggies® MomInspired™ delivered on the brand's mission of providing simple solutions to help parents enjoy each and every day, but also further encouraged the business success of moms by giving them access to educational and financial resources."

As a result of the remarkable response and success of the Huggies® MomInspired™ launch, Kimberly-Clark will open the second round of grant submissions in early 2011. Interested moms can sign-up at www.HuggiesMomInspired.com to be notified when the next round of grant submissions is open. Each grant applicant should meet the following requirements:

- Women who are 21 years of age or older
- Currently reside in the United States
- Have an original, innovative and viable business and product idea for pre-natal care up to 6 years of age which are designed to help make life easier for parents so they can better enjoy everyday moments with their little ones. Ideas do not have to be diaper- or hygiene-related.

About Huggies®

The Huggies® Brand helps provide simple solutions for moms and dads to fully enjoy each and every day of parenthood. The Huggies® Brand is a part of the Kimberly-Clark Corporation portfolio of trusted brands and is essential to helping moms around the world have a better life.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C 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 No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 138-year history of

innovation, visit www.kimberlyclark.com

<https://www.news.kimberly-clark.com/press-releases?item=124868>