

# Actress Tori Spelling Breaks Out Her Newest Moves At The Pull-Ups Brand Potty Dance Debut

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### **No. 1 Training Pants Brand Teams up with Celebrity Mom to Say Farewell to Diapers**

NEENAH, Wis., Feb. 12, 2009 - This year, nearly six million parents will begin potty training their toddlers, an exciting and sometimes intimidating milestone for many - and celebrity mom of two Tori Spelling, star of the reality series "Tori & Dean Home Sweet Hollywood " is no exception. To celebrate her almost 2-year-old son Liam's potty training debut, and help families across the country say farewell to diapers, Tori has teamed up with Pull-Ups training pants to groove to the Potty Dance - the new toddler dance craze introduced by the Pull-Ups brand - to help motivate her son to success.

"Liam is growing up so fast, including his growing interest in the potty," said Spelling. "While as a mom it's bittersweet to watch my little boy grow up, we want to applaud this big moment with an activity he's already crazy for - dancing. I've partnered with the Pull-Ups brand to kick-off Liam's potty training with a celebration I know he will love, and an activity I know will keep me positive, the Potty Dance."

Spelling will introduce the Potty Dance to eager-to-boogie parents and toddlers at the Pull-Ups brand Potty Dance Party, a parent-tot dance bash held today from 9 a.m. to 12 p.m. at the Helen Mills Theater in New York City. Ready-to-celebrate families, and their ready-to-potty train tots, are invited to be among the first to learn the catchy Potty Dance moves and help congratulate their tots on becoming a Big Kid. Along with learning the dance, parents can discover other potty training resources, have a personal consultation with a Pull-Ups brand parenting expert and participate in fun activities - all designed to grow excitement around potty training for toddlers.

"We know children need to be recognized for their success during potty training, which is the reason we created the Pull-Ups brand Potty Dance," said Bob Thibault, President, Kimberly-Clark North American Personal Care.

"We are thrilled to partner with Tori, a celebrity mom who remains hands-on as she openly encounters the daily adventures and realities of motherhood, to encourage parents to embrace potty training with their children."

#### **Jump into Training with the Potty Dance**

The Pull-Ups brand recognizes parents can often be overwhelmed or unmotivated about potty training - even celebrity moms. The Potty Dance is designed to encourage and support tots during any stage of the potty training process by celebrating their achievements towards becoming a Big Kid. The step-by-step moves are easy for kids (and parents) to learn, so families can break into the dance no matter what potty training step they are on or milestone they have reached.

#### **Ongoing Brand Support**

Pull-Ups training pants continues to give parents and toddlers support and encouragement to help them

succeed in bidding farewell to diapers this year. Visit [Pull-Ups.com](http://Pull-Ups.com) to check out the moves, download the song and learn more about the transition from diapers to training pants. And go to the Pull-Ups brand Facebook page at [Facebook.com/pull-ups](https://Facebook.com/pull-ups) to become a fan, get expert advice from the Pull-Ups brand Potty Training Partners Panel and share photos of your child doing the Potty Dance with other potty training parents.

### **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 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 137-year history of innovation, visit [www.Kimberly-Clark.com](http://www.Kimberly-Clark.com).

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