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NEENAH, Wis., Dec. 1, 2008 - The Kleenex brand is looking for aspiring artists to help it celebrate Hispanic Heritage Month in 2009. The search is part of a unique, national art contest the Kleenex brand is launching this month around the theme of Latino pride. Titled, "*Con Kleenex, Expresa tu Hispanidad*," (With Kleenex, Express Your Hispanic Culture), the contest is looking for culturally relevant designs, themes and motifs, using any type of media, which can be transferred digitally onto a Kleenex brand facial tissue carton. Entries must be accompanied by a personal statement from participants explaining what their heritage means to them. Time is of the essence, as all entries must be received no later than Feb. 06, 2009.

Three Grand Prize winners will each receive \$5,000 and may have their original designs featured on Kleenex brand upright boxes that will be available in stores nationwide, in September and October. Nine finalists will each receive \$500.

"Utilizing its own packaging to showcase the richness and diversity of Hispanic culture through art is a powerful way for the Kleenex brand to help celebrate Hispanic Heritage Month," said renowned Hispanic radio psychologist Dr. Isabel Gómez-Bassols, spokesperson of the *Expresa tu Hispanidad* art contest. "It is also recognition of the growth and importance of Hispanics in America, as well as a unique opportunity for budding artists in our community to exhibit their work on a truly national scale."

For complete rules and information on entering the contest, visit www.ConKleenexExpresaTuHispanidad.com. Beginning in February consumers will get a chance to vote for the three winning entries online, in conjunction with judging from the Kleenex brand. Entrants must be at least 18 years old and not be professional artists. Submissions cannot previously have been entered in another contest.

About Kleenex Brand Tissue

The world's first and America's best-selling facial tissue, the Kleenex brand is recognized by families in more than 150 countries. Invented in 1924, Kleenex tissues were initially marketed as a sanitary way to remove cold cream and makeup. Once advertising was shifted to emphasize the product's use as a disposable handkerchief, however, sales soared. Always the innovative leader, Kleenex brand facial tissue has met the needs of consumers for more than 80 years with products that provide the comforting, reassuring touch to make things better.

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 136-year history of innovation, visit www.kimberly-clark.com.

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