

# Kimberly-Clark's Viva Paper Towels And Huggies Baby Wipes Come Together To Support Breast Cancer Awareness Month

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**NEENAH, WI Sept. 18, 2008** - Kimberly-Clark Corporation's Viva Paper Towels and Huggies Baby Wipes have joined forces to help fight breast cancer during October — Breast Cancer Awareness Month — by donating as much as \$450,000 to breast cancer research and education.

"Having Viva Paper Towels and Huggies Baby Wipes simultaneously supporting unique breast cancer programs is a first for Kimberly-Clark," said Laura Keely, director of Kimberly-Clark's consumer promotion marketing. "The massive impact of breast cancer, which affects more than 200,000 women and their families each year, inspired the brands to raise both funds and awareness."

As part of the Viva Paper Towels program, the brand will donate \$.10 for each package of paper towels purchased at select retailers across the country during the month of October. Additionally, the Viva brand will donate \$5.00 for each new consumer who becomes a member of its online Viva Diva Café at [www.vivadivacafe.com](http://www.vivadivacafe.com). Collectively, the Viva brand will donate a minimum of \$125,000 up to a maximum of \$200,000 to The Breast Cancer Research Foundation (BCRF).

Huggies Baby Wipes is conducting a two-part program. The brand will donate \$.20 for each Huggies Baby Wipes Gentle Care Sensitive tub featuring the Komen graphics purchased between Sept. 15 and Dec. 31, 2008 at select retailers. Additionally, Huggies Baby Wipes will donate \$1.00 for each specially marked Gentle Care Sensitive refill box purchased at Sam's Club through the end of the year. Through the two programs, the Huggies brand will donate between \$150,000 and \$250,000 to Susan G. Komen for the Cure.

The brands' donation will support two of the nation's premier breast cancer organizations: The Breast Cancer Research Foundation and Susan G. Komen for the Cure. These organizations provide critical funding for medical research and offer education and awareness programs.

In addition, beginning today and continuing throughout October, Kroger will display specially marked packaging of Viva Paper Towels and Huggies Diapers featuring the inspiring stories of two Kimberly-Clark employees and cancer survivors. Anita Banjak and Brenda Nelson will be featured on select Viva Paper Towels and Huggies Diapers product packaging respectively.

Keely added, "We hope these stories will inspire women to take an active role in the fight against breast cancer in their local communities and serve as a reminder to get screened."

## 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](http://www.kimberly-clark.com).

#### **About The Breast Cancer Research Foundation**

The Breast Cancer Research Foundation was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. In October 2008, nearly \$35 million will be awarded to 166 scientists across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe. And for the seventh consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming over 99% of the evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit [www.bcrfcure.org](http://www.bcrfcure.org) or call 1.866.FIND.A.CURE.

#### **About Susan G. Komen for the Cure**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Susan G. Komen Race for the Cure, we have invested more than \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit <http://www.komen.org> or call 1-877 GO KOMEN.

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