

# Kimberly-Clark Rocks Back-To-School

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**NEENAH, Wis., June 30, 2008** - Though summer vacation just started, Kimberly-Clark Corporation (NYSE: KMB) is already focusing on how to bring some fun - and extra resources - back to school this fall.

To celebrate its partnership with the Box Tops for Education program, Kimberly-Clark is launching the *Rock Your School Sweepstakes* to offer parents a chance to win 100,000 Bonus Box Tops, plus an exclusive concert featuring Radio Disney star and Hollywood Records artist Jordan Pruitt for their child's school.

The Box Tops for Education fundraising program supports schools with grades K through 8 by providing cash for each Box Top consumers send in from participating brands. Dozens of K-C product packages display the Box Tops logo, including trusted brands like Kleenex, Cottonelle and Kotex. In the last year, Kimberly-Clark contributed more than \$4 million to America's schools through its partnership with Box Tops for Education.

"Schools are continually challenged to fund the technology, text books, equipment and many programs that students need," said Laura Keely, Director of Kimberly-Clark's Consumer Promotion Marketing. "As a proud partner with Box Tops for Education, Kimberly-Clark is committed to providing parents with effective tools to raise funds for their children's classrooms. This promotion offers a chance to earn even more for their schools."

Bonus Box Tops go a long way. Here is what 100,000 of them - equivalent to \$10,000 - could mean to the average classroom:

- Technology Upgrades: A mobile cart complete with 20 laptops with wireless capabilities to allow travel from classroom to classroom
- The Necessities: Enough No. 2 pencils that, laid pencil to eraser, would stretch across the length of more than 145 football fields
- Hands-on Learning Outside the Classroom: A class trip for 20 students in Los Angeles, Calif., to visit Washington, D.C. -- including airfare, hotel accommodations and a guided tour of the Capital

## Rock Back to School

In addition to the 100,000 Bonus Box Tops prize, the winning school also will receive a concert featuring pop singer Jordan Pruitt. Pruitt will perform songs from both her new album "Permission to Fly," available

this summer, and her debut album, "No Ordinary Girl." Pruitt, 17, is no stranger to the stage. In her three-year career, she's opened for the Jonas Brothers, the Cheetah Girls and Vanessa Hudgens, and even performed at the White House's annual Easter Egg Roll this year.

"When I was in grade school, my mom and I always clipped Box Tops together, and it was great to see how much money my school raised," said Pruitt. "So I'm excited to work with Kimberly-Clark to help award a lucky school such an awesome prize."

### **How to Enter**

Parents and legal guardians of students in grades K through 8 can enter the sweepstakes once daily from June 28 through Sept. 15 via tear pads in participating retail stores or online at [www.RockBacktoSchool.com](http://www.RockBacktoSchool.com). More than 1,000 winners will enjoy prizes that include 1,000 Bonus Box Tops and autographed copies of one of Pruitt's CDs. One grand prize winner will win a Jordan Pruitt concert at his or her child's school and 100,000 Bonus Box Tops. Winners will be selected at random from all eligible entries on or around Sept. 22.

Look for Box Tops on Kimberly-Clark participating brands like Huggies diapers, Scott tissue, Viva paper towels and Poise pads. For fun ways to organize Box Tops collected over the summer, visit [www.BoxTops4Education.com](http://www.BoxTops4Education.com).

For complete sweepstakes details and rules or to enter the Rock Your School Sweepstakes, visit [www.RockBacktoSchool.com](http://www.RockBacktoSchool.com).

### **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 136-year history of innovation, visit <http://www.Kimberly-Clark.com>.

### **About Radio Disney**

Radio Disney is the 24-hour radio network devoted to kids, tweens and families. Kids help pick the music that is played and are encouraged to interact via a toll-free phone line to the Radio Disney studio. The network's current playlist, driven by listener requests and representing major record labels, includes recording artists Miley Cyrus, Hannah Montana, Jonas Brothers, Corbin Bleu, Taylor Swift, Jordin Sparks, Chris Brown, Aly & AJ, The Cheetah Girls, Colbie Caillat and Carrie Underwood. The network is available to 97% of the U.S. which includes over 50 terrestrial radio stations. It is also available via RadioDisney.com, XM and Sirius satellite radio, iTunes Radio Tuner, XM/DIRECTV and mobile phones. Radio Disney has a sister network in Latin America. Its brand extensions include multiple Radio Disney Jams CDs from Walt Disney Records and iTunes Music Store offerings.

## **About Box Tops for Education**

The Box Tops for Education® program began in 1996, as more and more schools struggled to make ends meet. Each year, all enrolled schools receive a complete program kit to help them build their own comprehensive fundraising campaign. Most schools designate a program coordinator to develop ways to encourage students, parents, school staff and community members to clip Box Tops from participating products and bring them to school.

After the collected Box Tops are sent in to General Mills, the school receives a check, equivalent to 10 cents for every Box Top redeemed. Schools can earn up to \$60,000 per year, up to \$20,000 respectively from the Clip, Shop and Book Club program components, to spend on anything they choose. Thousands of schools have used the money from Box Tops for Education to purchase items such as computers and computer software, library books, art supplies, and playground equipment.

Box Tops for Education is open to any accredited public, private, or parochial schools for grades K-8 in the United States that have a 501(c)(3) or 509(a)(1) tax-exempt designation and to any United States military schools, for grades K-8, worldwide. The program is also available to accredited home school associations, K-8, in the United States that have a 501(c)(3) or 509(a)(1) tax-exempt designation and have 15 or more students.

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<https://www.news.kimberly-clark.com/press-releases?item=124980>