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Family Travel Expert Eileen Ogintz Encourages Parents to Celebrate Playful Moments While Traveling

(Neenah, Wis.) May 1, 2007 Family travel is on the rise and is projected to be 2007's most significant travel trend. With this in mind, Kimberly-Clark Corporation (NYSE: KMB) through its trusted Huggies and Pull-Ups brands, is providing families a little extra incentive to take trips with their kids by launching the Discover the Magic Game.

Beginning today, www.HuggiesBabyNetwork.com and www.Pull-Ups.com will give 40 families a chance to win a vacation to the Walt Disney World® Resort in Orlando in the Discover the Magic Game. In addition, family travel expert and author Eileen Ogintz has teamed up with the Huggies and Pull-Ups brands to share 40 of her most helpful travel tips to make the most out of family vacation time and to plan an unforgettable trip.

"A family vacation is about creating a memorable experience that allows everyone to reconnect and have fun," said Deb Bauer, Kimberly-Clark Marketing Director. "Our Discover the Magic Game is giving families a special opportunity to win a very magical vacation to start building these playful memories. And, we're thrilled to partner with Eileen Ogintz, who's not only a travel expert, but also a mother of three, to help busy moms prepare their families for an unforgettable trip."

Taking the Kids

A travel veteran known for her innovative, yet practical family travel advice, Eileen Ogintz chronicles her journeys in a weekly syndicated column, "Taking the Kids," and suggests that by following a few simple planning tips, busy parents can avoid common travel pitfalls and ensure their vacations are relaxed and fun.

"Vacations present families with an incredible chance to have fun and bond with the kids," Ogintz says. "The key to making the most of your family vacation and enjoying these precious playful times is careful planning so your actual vacation time is spent with the kids and not spent worrying about last minute details. It can mean the difference between a good trip and a GREAT trip"

While 40 families will win a trip in the Discover the Magic Game, all moms and dads can plan their own successful family holiday. Some of Eileen Ogintz's most valuable family travel tips include:

- When traveling by plane, pack your carry on bag with more kids' clothes, food, diapers, training pants and

- wipes than you think you'll need. Remember, you won't be able to get formula or diapers once on board.
- Cut your planned itinerary in half. Remember that this is a vacation and kids will want time to play in the pool, visit the playground or simply stay in for a lazy morning.
 - Limit the time you're available to the office when you're on vacation. Remember, it's about being together with your little ones.

How to enter the Huggies and Pull-Ups Discover the Magic Game

May 1 through June 9, obtain a UPC number from any Huggies brand diapers or Pull-Ups brand training pants package. Visit www.HuggiesBabyNetwork.com or www.Pull-Ups.com to enter the UPC number for a chance to win. One winner will be chosen each day until June 9. Each grand prize package will include a trip for four to the Walt Disney World® Resort complete with roundtrip airfare, hotel stay for 5 days/4 nights, four 5-day Magic Your Way tickets and a \$200 Disney gift card.

For more of Eileen Ogintz's travel tips, visit www.TakingTheKids.com and for complete rules on the Discover the Magic Game, visit www.HuggiesBabyNetwork.com or www.Pull-Ups.com.

About Huggies Brand Products

The Huggies brand provides customized products for babies' changing needs. Huggies brand diapers provide customized comfort for all babies. A portfolio of baby toiletries products are offered from the Huggies brand and include: bath wash, lotion, shampoo and disposable washcloths. There is also a Huggies brand baby wipe that is just right for every baby: Extra sensitive, wipes with Shea Butter, Lavender & Chamomile, Nourishing, Natural Care and Supreme wipes. For all moms needs, wipes are available in Pop-Up tubs, refill packages and convenient travel packs. Huggies Little Swimmers disposable swim pants make water big fun and are available in 3 colors and 3 sizes.

About Pull-Ups Brand Products

Pull-Ups brand training pants help make potty training easier because only Pull-Ups premium brand training pants have easy open sides. The Pull-Ups brand understands that no two kids train alike! That's why Pull-Ups brand offers a variety of training pants to help make potty training easier. There are Pull-Ups brand training pants with Learning Designs that fade when wet or Pull-Ups brand training pants with Cool Alert that feel cool when wet and for training consistency at night there is Pull-Ups brand Night Time with extra absorbency.

About Kimberly-Clark

Kimberly-Clark (NYSE:KMB) is a leading global health and hygiene company with operations in 37 countries and product sales in more than 150. 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's 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 135-year history of innovation, visit www.kimberly-clark.com.

<https://www.news.kimberly-clark.com/press-releases?item=125035>