

Kimberly-Clark's Depend Brand Expands Try It On Canada And Teams Up With More Celebrities For Charity

Dance Champion Cheryl Burke Cha Chas in the Depend Silhouette for Women Briefs

Assets Available to Media: Depend product photos/logos Soundbites from Cheryl Burke Cheryl Burke Photos

TORONTO, July 11, 2013 /CNW/ - Depend (www.depend.com), the No. 1 brand in incontinence protection, boldly re-invites Canadians to join *Try It On Canada* and announces a new celebrity partnership designed to help give the approximately 3.3 million Canadians living with bladder control issues the confidence to enjoy an active lifestyle. Dance champion Cheryl Burke is doing the cha cha in the underwear-like Silhouette for Women briefs to benefit Dress for Success, and because she tried them on Depend brand will donate \$50,000 to the organization on her behalf.

"Last year, the Depend brand revolutionized the incontinence category with the launch of the game-changing Depend Real Fit and Silhouette briefs," explained Elizabeth Metz, Depend brand director, Kimberly-Clark. "This year, with the expansion of *Try It On Canada*, including support from even more celebrities, Depend will continue to instill confidence in people living with bladder control issues and change the category by driving people to think differently about absorbent underwear."

Burke, who wore the Depend Silhouette briefs under a sultry dance costume to highlight the sleek, ultra smooth product fit, became involved for a good cause - specifically Dress for Success (www.dressforsuccess.org).

"I've always been passionate about encouraging women to feel good about themselves in all aspects of their lives," said Burke, two-time champion of "Dancing With The Stars." "I jumped at the chance to try on the Depend Silhouette for Women because I wanted to show women that if I can comfortably wear the briefs under my dance costume, they can wear them too. It's important to me that women feel confident in themselves, and I'm proud that my partnership with Depend supports a great charitable organization like Dress for Success."

Sports commentator and former pro hockey player PJ Stock again lends his support to Try It On Canada, trying on Depend Real Fit for Men to demonstrate how the briefs are both comfortable and unnoticeable. In order to specifically address men's needs, Depend has also introduced new Guards and Shields, designed to securely fit a man's body like an athletic cup inside underwear. Many men do not realize how common light bladder leakage is; it is often a side effect of prostate cancer treatment, enlarged prostate, chronic diseases like diabetes, and other conditions. Most men rely on homemade or feminine solutions when dealing with bladder leakage, a reality Depend is helping to address with the men's product line up.

A multi-faceted commercial marketing program, *Try It On Canada* from Depend includes TV and web creative designed to encourage consumer engagement through product samples, store-specific retail support and charitable partnerships.

Visit www.TryItOnCanada.com to join *Try It On Canada* and request a sample of the Depend Real Fit or Silhouette briefs.

About the Depend Brand and Kimberly-Clark

Launched in 1984 by Kimberly-Clark Corporation, the Depend brand is the market leader in the adult incontinence category in North America. Over the years, the Depend brand has evolved with its consumers to provide the best protection†and lend them the confidence they need to lead normal, active lives. For more information or to request a product sample, visit www.depend.com.

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, 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 141-year history of innovation, visit www.kimberly-clark.com or follow us on Facebook or Twitter.

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 120 cities in 13 countries. To date, Dress for Success has helped more than 650,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

†Among those with a preference.

Source: Kimberly-Clark Corporation [KMB-B]

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