

Kleenex Brand Supports Healthy Schools And Healthy Kids Through Kleenex In The Classroom Sweepstakes

DALLAS, April 17, 2013 /PRNewswire/ -- Each year, millions of parents send their kids back to school knowing they will be exposed to countless germs. And even though facial tissue is required in every classroom, parents may not be aware of how Kleenex brand tissues can help keep their kids' hands clean — or how by using Kleenex tissues, they can also help support healthy schools. Starting today, Kleenex brand, the only facial tissue with Sneeze Shield in all of its tissues, is giving three schools a chance to win 250,000 eBoxTops for the 2013-2014 school year through the Kleenex brand in the Classroom sweepstakes*.

To enter, teachers, school administrators and parent volunteers should visit TeacherLists.com and create a school list that includes Kleenex brand tissue with Box Tops, and then choose a school to be eligible for the prize. Three winning schools will be chosen at random on or about August 1, 2013, to receive 250,000 eBoxTops each, the equivalent of \$25,000.

"As the only facial tissue that participates in Box Tops for Education and the only one with Sneeze Shield in all of its tissues, the Kleenex brand remains committed to healthy schools and healthy kids," said Martin Soderlund, Kleenex brand manager. "This year, we are taking that support one step further by giving three schools the opportunity to win 250,000 eBoxTops simply by adding Kleenex brand tissue with Box Tops to their back to school list. It's a small step that can make a big change for the winning schools."

The Kleenex brand is committed to education year round and is the only facial tissue brand to participate in the Box Tops for Education program. Look for Box Tops coupons on popular Kleenex brand facial tissue, including 160-count and 210-count everyday tissue and Kleenex brand 112-count Anti-Viral Tissue.

"Through Box Tops for Education, the Kleenex brand gives households with school-age children the opportunity to earn cash for their child's school," said Berit Morse, Box Tops for Education manager. "To date, the Kleenex brand has contributed more than \$13 million to schools nationwide, which has been used to help fill the gaps in school budgets, including the purchase of computers, text books and other essential learning tools."

And now, Kleenex brand tissue is thicker and more absorbent, giving teachers even more reason to add it to the list. Kleenex brand tissues come in a variety of portable and convenient on-the-go packages, making it easy for mom to help keep stuff off her kids' hands wherever they go.

- **The Slim Pack.** It is thin and sleek, so you can always keep a tissue on hand. Their trendy design makes it the perfect accessory for hip tweens and teens, while their convenient size makes it easy to slide them into pockets, back packs and bags.
- **The Car Wedge.** It fits perfectly in the car door or glove compartment — no need to lug around a box of tissue or fumble in a purse for a tissue while driving.
- **The Go Pack.** Strong, soft and absorbent, Kleenex brand go packs have been there for happy tears and stuffy noses since 1924.

"The Kleenex brand has been the category leader for more than 80 years, and we continue to innovate and offer an exceptional product based on consumer need," said Soderlund. "Moms can rest easy knowing they can help keep their kids' hands clean with a now thicker and more absorbent facial tissue, and teachers will find comfort in knowing that the product they recommend on their list can ultimately lead to more money for their school. It's a win-win."

Visit www.Kleenex.com to learn more about the sweepstakes and for helpful tools to teach your kids how to Sneeze Shield wherever they go.

About Kimberly-Clark

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 Box Tops for Education

America's schools have earned more than \$525 million through all Box Tops for Education® earnings programs since the program started in 1996, including \$47 million just since March 2012. More than 90,000 schools use that cash to purchase items such as computers, library books, art supplies and playground equipment. Schools can earn up to \$20,000 by clipping Box Tops coupons from 240 products and can earn eBoxTops by shopping online through the Box Tops Marketplace. To learn more and for a list of participating products, visit www.btfe.com.

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*NO PURCHASE NECESSARY. Online access required. Sweepstakes begins 12:00 am CT 4/17/13; ends 11:59 pm CT 7/17/13. Open to legal U.S. residents, 18 or older. Prize will be awarded to designated school, which must be enrolled with Box Tops For Education. Limit 1 prize per school and 1 entry per person. Odds of winning depend upon number of entries. Void where prohibited. For details go to www.teacherlists.com. Sponsor: Kimberly Clark Corporation, 2300 Winchester Rd. Neenah, WI 54957-2020.

**Source: Kimberly-Clark Corp. [KMB-B]

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