

# Kleenex Brand Offers Tissues To Teary New York Football Coach

## Tissue company offers pro football coach a season's supply of facial tissue for his locker room

**[Dallas, TX] - Nov. 19, 2009** - After a traumatic home loss against Jacksonville, the "Gang Green" coach and all-around tough guy broke down and [cried](#) in front of his team. Later, when asked about the incident, he declared that he is "man enough to be me".

The Kleenex brand is proud of the coach, who wisely came prepared to his most recent press conference with a box of tissues in-hand. To show its support, the company is offering him a season's supply of Kleenex brand facial tissues for the team's locker room.

"A lot of professional coaches and athletes believe showing emotion can be a sign of weakness," says Angela Fisher, senior brand manager. "After seeing this coach's willingness to show his feelings, we want him to be prepared for future situations that could require tissues this season."

He's not alone. A survey commissioned by the Kleenex brand\* revealed that men are six times more likely than women to let it out when their favorite sports team loses. Life is unpredictable, especially during football games, and the Kleenex brand wants to encourage Americans to express the emotions they might otherwise bottle up.

For more information about Kleenex brand, visit [www.kleenex.com](http://www.kleenex.com).

### **About the Study**

\*Results for the study entitled "Letting It Out in America: The Social Landscape for Expressing Emotions" were obtained through online interviews among a representative sample of American men and women over the age of 18. A total of 3,400 interviews (1,000 nationally; 2,400 in 12 cities) took place between Jan. 24 and Feb. 15, 2007. The margin of error for the national study is  $\pm 3.1\%$ .

### **About Kleenex Facial Tissue**

The world's first and America's best-selling facial tissue, the Kleenex brand is recognized by families in more than 150 countries. Invented in 1924, Kleenex tissues were initially marketed as a sanitary way to remove cold cream and makeup. Once advertising was shifted to emphasize the product's use as a disposable handkerchief, however, sales soared. Always the innovative leader, Kleenex brand facial tissue has met the needs of consumers for more than 80 years with products that provide the comforting, reassuring touch to make things better.

### **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 137-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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