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Huggies Brand Answers President Obama's Call to Help Fight Diaper Need

Huggies to Donate 22 Million Diapers to the National Diaper Bank Network to Help Families in Need

DALLAS, March 10, 2016 /PRNewswire/ -- Today, Huggies is announcing the donation of 22 million free [Huggies diapers](#) to the [National Diaper Bank Network](#) (NDBN) in response to President Obama's call for companies to bring even more attention to diaper need in America.



Kimberly-Clark first brought the issue of diaper need to the forefront in 2010, when the groundbreaking [Huggies Every Little Bottom study](#) revealed one in three U.S. moms suffer from the inability to provide fresh, clean diapers for their babies.* These parents often have to choose between paying for food or diapers which can lead to increased stress and strife. Following the study, Huggies took action and became the founding sponsor of the NDBN and has since donated more than 160 million diapers to babies in need.

"We want every baby to grow up healthy and feel comfortable, safe and secure," said Giusy Buonfantino, president of Kimberly-Clark baby and child care North America. "Diaper need is an issue we feel very strongly about and have supported through work with the NDBN, our partners and the donations of millions of diapers over the last six years to ensure Every Little Bottom is clean, dry and healthy. We are pleased to see the issue is receiving national attention from the [White House](#) and will continue to do our part as a leader in the effort to combat diaper need."

Parents can help, too. For every diaper donated through Huggies Rewards from now until April 10, Huggies will match those donations up to 1 million, which could result in a total potential 2016 donation of 24 million diapers to babies in need. Visit [Huggies.com/Rewards](#) to find out how to get started and donate today.

"This year marks the fifth anniversary of the National Diaper Bank Network and we wouldn't be where we are today without the support from our founding sponsor Huggies," said Joanne Goldblum, executive director of the National Diaper Bank Network. "We are encouraged by the efforts from the White House to drive awareness of diaper need by asking companies to take a stand and provide access to clean diapers."

For more information on Huggies *Every Little Bottom* program visit the "Why Huggies?" page at [Huggies.com](#).

About the National Diaper Bank Network

The National Diaper Bank Network (NDBN) is a nationwide nonprofit dedicated to ensuring that every child in the U.S. has enough diapers to be clean, dry and healthy. Founded in 2011, the network raises awareness of diaper need, and supports the development and expansion of diaper banks in communities throughout the country. More information on NDBN and diaper need is available at [www.nationaldiaperbanknetwork.org](#), and on [Facebook](#) and [Twitter](#).

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 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 80 countries. To keep up with the latest K-C news and to learn more about the company's 144-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

[KMB-B]

*[Huggies Every Little Bottom study](#), February 2010

*[Journal Pediatrics Diaper Need and its Impact on Child Health study](#), July 2013

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