



August 29, 2013

## **Honor Your Hero before Sept. 30th in the SCOTT® Car Care 'Worth the Work. Pass it on.' Sweepstakes to Win a 2013 Ford F-150 XLT With EcoBoost Engine!**

ROSWELL, Ga., Aug. 29, 2013 /PRNewswire/ -- Sept. 30, 2013, marks the final day for SCOTT® Car Care consumers to honor a personal hero in the "Worth the Work. Pass it On." Sweepstakes. Through partnership with Penske Racing driver Brad Keselowski and Ford Racing, SCOTT® Car Care will reward one deserving hero with a 2013 Ford F-150 XLT with EcoBoost engine.

In addition to winning the truck, both the hero and the winning entrant will receive an all-expense paid VIP trip to the November 2013 Ford EcoBoost 400 Sprint Cup race in Homestead-Miami, Fla. The winners also will have the opportunity to meet Sprint Cup Champion Brad Keselowski and receive a year supply of SCOTT® Car Care products. Heroes can be nominated at [www.SCOTTCarCare.com](http://www.SCOTTCarCare.com).

"We wanted to create an opportunity for individuals to recognize the personal heroes in their lives that have passed on hard work, skills and values," says Mark Bushey, associate customer marketing manager for Kimberly-Clark Professional. "We have been overwhelmed by the stories our consumers have shared with us so far in the 'Worth the Work. Pass it On.' Sweepstakes, and hope to read many more before the sweepstakes closes on Sept. 30, 2013."

SCOTT® Car Care is proud for the "Worth the Work. Pass it On." campaign to be associated with Keselowski's Checkered Flag Foundation (CFF). Through five events this season, the CFF Race 2 Recovery program will recognize heroes by providing wounded veterans and their loved ones a once-in-a-lifetime racing experience. "When thinking of your personal heroes, consider our service men and women out there serving our country and the sacrifices they are willing to make for us," says Keselowski.

Tune in to watch Keselowski talk more about the CFF and the "Worth the Work. Pass it On." Sweepstakes on Spike Channel's Powerblock TV. Keselowski will be a guest on the show with host Courtney Hanson, Sept. 14 and 15, 2013 from 9 a.m. to 11 a.m. EDT.

\*Become a Fan of SCOTT® Car Care on Facebook ([www.facebook.com/scottshoptowels](http://www.facebook.com/scottshoptowels))

\*Follow SCOTT® Car Care on Twitter ([www.Twitter.com/scottcarcare](http://www.Twitter.com/scottcarcare))

\*Watch SCOTT® Car Care in Action ([www.youtube.com/officialscottcarcare](http://www.youtube.com/officialscottcarcare))

### **SCOTT® Car Care "Worth The Work. Pass It On." Sweepstakes**

No purchase necessary. Online access required. Must be U.S. or Canadian resident, 21 or older. Begins 12:01 am ET 6/1/13 and ends 11:59 pm ET 9/30/13. Limit one (1) entry per person, per email address. Truck prize will be awarded to Hero nominated on entry. Taxes on prize are winner's responsibility. Full Official Rules at [www.Scottcarcare.com](http://www.Scottcarcare.com). VOID in Quebec and where prohibited. ARV of prize: \$52,500. Odds depend on no. of entries. Ford is not a Sponsor of this promotion

### **About Checkered Flag Foundation**

Want to learn more about the Checkered Flag Foundation? Visit [www.checkeredflagfoundation.org](http://www.checkeredflagfoundation.org) today to see event videos and photos, our CFF blog, learn about upcoming events, and more!

### **About Kimberly-Clark Professional**

Kimberly-Clark Professional partners with businesses to create Exceptional Workplaces helping to make them safer, healthier and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech and Jackson Safety. Kimberly-Clark Professional, located in Roswell, Ga., is one of Kimberly-Clark Corporation's four business sectors. To see how we are helping people the world over, work better, please visit [www.kcprofessional.com](http://www.kcprofessional.com).

### **About Kimberly-Clark**

Kimberly-Clark Corp. (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 positions in more than 80 countries. To keep up with the latest K-C news and learn more about the Company's 141-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com), or follow us on [Facebook](#) or [Twitter](#).

[KMB-B]

SOURCE Kimberly-Clark Professional

News Provided by Acquire Media