

May 7, 2012

Babies Hula Through Summer with New Huggies Hawaiian Diapers

Tropical-Inspired Diaper Allows Babies Everywhere to Dress "Cute for a Cause"

DALLAS, May 7, 2012 - Huggies is helping babies everywhere dress "Cute for a Cause" this summer with the new limited-edition Huggies Little Movers Hawaiian Diapers. These fun and fashionable diapers - available May through July - allow your little one to show off his or her tropical side by strutting around in the coolest and cutest diaper of the season. Whether you're at the beach or taking a trip - dressing your little ones in Huggies latest design diaper also helps a good cause. For every pack of Huggies Hawaiian Diapers and Wipes purchased, the Huggies *Every Little Bottom* program will diaper a baby in need for one day*.

"Diapers are a basic need for all babies. Many families are often forced to cut back on basic necessities such as food or utilities in order to provide diapers for their children," said Erik Seidel, Vice President, Huggies Brand. "This summer, parents can dress their little ones in Huggies Hawaiian Diapers to be 'Cute for a Cause' no matter where they are - on summer break at home or a vacation - and contribute to the fight against diaper need."

Like all Huggies Little Movers Diapers, Huggies Hawaiian Diapers are shaped to fit to provide proven leakage protection - with an added tropical twist. Limited-Edition Huggies Hawaiian Wipes will offer a fun, tropical-inspired design, allowing mom to stylishly accessorize. They will be available nationwide from May through July at select retail outlets where diapers are sold and are available in sizes two to five. Huggies Hawaiian Diapers have a suggested retail price*** of \$9.99 for a jumbo pack and \$19.99 for a big pack (diaper count varies based on diaper size).

"These tropical designs allow moms to accessorize baby with ease for hot summer day trips and especially for family vacations," said Shelly Rivoli, author of "Travels with Baby." "After diapering babies on four different continents, I know how important it is to plan simply and only bring necessities for trips. With the right products on hand like Huggies Hawaiian Diapers, you might only need a hat and sunscreen for your little one!"

Dress 'Em Cute for a Cause

One in three American Moms and one in five Canadian Moms struggle with diaper need, the ability to provide their children with clean, dry disposable diapers. Help the fight against diaper need and upload a photo of your summer-ready little one to Huggies Facebook page to create an animated dancing Hula Baby video. For each animation created, liked or shared Huggies *Every Little Bottom* will diaper a baby in need for one day.

Through *Every Little Bottom*, the Huggies brand has donated more than 60 million diapers and will continue supporting this cause as the Founding Sponsor of the National Diaper Bank Network (NDBN). In 2012 Huggies *Every Little Bottom* will donate 20 million diapers in the U.S. to the NDBN and 2.5 million diapers to Food Banks Canada.

Join The Conversation

To stay up to date on the latest Huggies Brand and parenting news, follow [@Huggies](#) on Twitter and visit www.facebook.com/Huggies or www.facebook.com/huggieslatino to become a fan and share tips and stories with other Huggies parents.

About Huggies *Every Little Bottom*

Huggies *Every Little Bottom* has a single mission - to help get diapers to babies in need in the U.S. and Canada. The program was developed in response to a ground breaking new study that revealed the critical issue of diaper need. Diaper need is the struggle to provide babies with diapers. Today, 1 in 3 American and 1 in 5 Canadian mothers struggle with diaper need, and have had to cut back on basics - food, utilities such as heat or electricity, or even childcare - in order to provide enough diapers for their babies. With the support of partner organizations, grassroots efforts and moms across the country, the program will build awareness of the issue and work to create a long-term solution.

About The National Diaper Bank Network

The National Diaper Bank Network (NDBN) is a newly formed national nonprofit organization dedicated to providing every child in the United States with the supply of diapers needed to remain clean, dry and healthy. The vision is to help America become a place where every family has access to the diapers they need for their child. The mission is to raise awareness of diaper need and build capacity of diaper banks by creating a national network of community partners. To learn more visit diaperbanknetwork.org.

About Kimberly-Clark

Kimberly-Clark 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 more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 140-year history of innovation, visit www.kimberly-clark.com.

* HUGGIES® will donate 6 diapers, up to a maximum total of 20 million diapers to the National Diaper Bank Network and up to 2.5 million diapers to Food Banks Canada, for every pack of specially-marked HUGGIES® Brand Hawaiian limited-edition products purchased (not tax deductible) and every designated online social media activity associated with the program between 4/15/12 and 12/31/12 to diaper a baby in need for one day**. Information may be obtained without cost by calling the National Diaper Bank Network (203) 936-9014 and Food Banks Canada (877) 535-0958.

**Based on average diaper usage across all step sizes.

*** Price dependent on retailer and geographic location