



## WET ONES® WIPES ENLISTS MOMS TO HELP STOP THE SPREAD OF GERMS AND DONATE ANTIBACTERIAL WIPES TO THE KIDS IN NEED FOUNDATION THIS FLU SEASON

To help stop the spread of germs this cold and flu season, Wet Ones® Antibacterial Wipes has launched a program to provide antibacterial hand wipes to underprivileged children *and* to help keep families healthy. Through a partnership with the Kids In Need Foundation, a national organization dedicated to providing school supplies to children in most need, the Wet Ones® brand will distribute up to 100,000 Wet Ones® wipes travel packs (1.5 million wipes total) to children in schools across the country.

How it works:

- Beginning Wednesday, November 18, moms across the country are encouraged to band together to help stop the spread of germs this cold and flu season by taking the Wet Ones® brand pledge on [www.WetOnes.com](http://www.WetOnes.com)
- Each of the first 100,000 pledges at [www.WetOnes.com](http://www.WetOnes.com) will trigger a donation of one package of 15 count Wet Ones® Antibacterial Wipes to the Kids In Need Foundation
- Each pledge participant\* will also receive a downloadable coupon redeemable for \$1.50 off Wet Ones® Antibacterial Wipes

A pledge tracker will show consumers the total number of pledge participants and donations to Kids In Need, and a send-a-friend function allows them to forward the pledge to friends. For more information on Wet Ones® Antibacterial Wipes and to take the pledge against the spread of germs, visit [www.WetOnes.com](http://www.WetOnes.com).

*\*\$1.50 coupon is redeemable for Wet Ones® wipes canisters or Big Ones® wipes, while supplies last. After reaching the goal of 100,000 pledges, consumers can still register for the Wet Ones® brand pledge and receive an instant, downloadable coupon redeemable for \$0.75 off any Wet Ones® product purchase.*

### **About Kids In Need Foundation**

The Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995. The Foundation's mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids In Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids In Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator's highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit [www.kinf.org](http://www.kinf.org). Follow Kids In Need on Twitter at [twitter.com/kidsinneed](https://twitter.com/kidsinneed).

### **About Wet Ones® Products**

Wet Ones® is a registered trademark of Playtex Products, LLC, whose parent company is Energizer Holdings, Inc. Wet Ones® Antibacterial Wipes help consumers keep their hands clean and 99.99 percent free of germs.

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