

Kimberly Clark Donation Press Release
6-14-10

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For immediate release

Huggies to Donate 201,500 Diapers to Diaper Bank of Southern Arizona

Tucson, AZ (June 14, 2010)—As part of “Every Little Bottom,” a national campaign that kicks off today (June 14), Huggies® is donating 201,500 diapers to the Diaper Bank of Southern Arizona. The shipment of diapers is expected to arrive at the Tucson office, 4500 E. Speedway, Suite 75, on Thursday, June 24 at 8:00 am.

Every Little Bottom was created by Huggies® and its parent company, Kimberly-Clark, in response to a national study that showed that one in three American mothers struggle to provide diapers for their babies. The program’s goal is to raise awareness of the critical need for diapers in the United States and Canada. Organizers hope that communities and organizations will get more involved in providing diapers for babies.

The Diaper Bank of Southern Arizona, the nation’s first diaper bank, is one of several diaper banks in the United States to receive this large donation, said Kirsten Grabo, executive director of the Tucson-based Diaper Bank. The donation includes toddler size diapers, which are always in very high demand, she said.

The Diaper Bank of Southern Arizona receives requests for 1.5 million diapers and incontinence supplies each year. In 2009, the Diaper Bank distributed 600,000 diapers through 58 local partner agencies.

The “Every Little Bottom” study revealed that mothers must cut back on food, utilities and child care in order to provide diapers for their babies. The study documented that babies who do not have clean, dry diapers show more signs of irritation and discomfort, cry more and suffer from diaper rash.

“This is the issue that led to the creation of the Diaper Bank in 1994. In addition, daycare centers require disposable diapers, but programs like federal food stamps or WIC do not provide diapers,” she said.

The Diaper Bank of Southern Arizona has assisted 15 other communities across the United States in creating organizations that provide diapers to babies, handicapped and elderly.

Grabo, presenting the Diaper Bank of Southern Arizona, participated in the development of the “Every Little Bottom” program.

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