NEWS RELEASE

New PowerfulDifference.com Site Provides Tools to Help Visitors Create Social Change Whether They Have 10 Seconds or 10 Months

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OAKLAND, Calif. (August 31, 2009) – Only 25 percent of Americans volunteer for an organization at least once a year1. But the makers of Pine-Sol® cleaners are making it easier for others to see and realize the difference they can make in their lives and their community. The cleaning brand announced today that is has partnered with the non-profit organization Girls For A Change to develop the new Web site www.PowerfulDifference.com, which provides tools and resources for creating social change no matter how busy your schedule or your uncertainty about making an impact.

Among the site's content is a downloadable Make a Powerful Difference Action Kit that takes visitors through an easy process of identifying their passion and taking steps to put that passion into action to affect change. Visitors can also follow the Powerful Difference campaign on Twitter via @PowerfulDiff, which most recently tweeted live from the motivational series Sisterspeak in Washington, D.C., and will also be providing live updates from the Blogalicious conference of women bloggers of color October 10-11 in Atlanta, Ga.

In addition to the new Web site, Pine-Sol® is awarding grants to women who are making extraordinary change in their communities and is proud to enable the younger generation to create change by sponsoring Girls For A Change in the launch of 10 new Girl Action Teams in cities across the country. Learn about these programs and how to get involved on **www.PowerfulDifference.com**.

About Original Pine-Sol® Brand Cleaner

Original Pine-Sol® Brand Cleaner is a subsidiary of The Clorox Company, headquartered in Oakland, Calif., Clorox is

a leading manufacturer and marketer of consumer products with fiscal year 2009 revenues of $4.6 billion. With 7,600 employees worldwide, the company manufactures products in two dozen countries and markets them in more than 100 countries. For more information Original Pine-Sol® Brand Cleaner, visit **www.PineSol.com**. For more information about Clorox, visit **www.TheCloroxCompany.com**.

About Girls For A Change

Girls For A Change is the only national organization exclusively focused on giving girls and women a voice by engaging them in social change. We invite young women to design, lead, fund and implement social change projects that tackle issues girls face in their own neighborhoods. GFC provides the tools, resources, partnerships and support girls need to gain the voice, ability, and problem-solving capacity to realize their full potential. For more information on Girls For A Change, visit **www.girlsforachange.org**.

1 Bureau of Labor Statistics of the U.S. Department of Labor; September 2007 - September 2008.

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