



NEWS RELEASE

# Hannah's Socks Brings Warm Feet, Warm Hearts and White Socks This Holiday Season

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HANNAH'S SOCKS HOPES TO  
COLLECT AND DONATE 10,000  
PAIRS OF SOCKS

OAKLAND, Calif. and TOLEDO, Ohio, (Oct. 29, 2009) - Unlike most 9-year-olds, when the holidays roll around, Hannah Turner isn't just thinking about what she might find under her tree. She's also thinking about what others might need on their feet.

Hannah, with help and encouragement from her friends and family, is the creator of Hannah's Socks, a charitable organization dedicated to providing socks and other clothing necessities to those less fortunate. This holiday season, the nonprofit organization is hosting the Hannah's Socks Holiday Sock Drive, an effort to gather and donate 10,000 pairs of new socks to underprivileged children's programs and homeless and domestic violence shelters. The Clorox Company is a supporter of Hannah's Socks.

Hannah's inspiration for Hannah's Socks came one chilly Ohio afternoon when then 4-year-old Hannah was helping her mother serve food at a local homeless shelter and noticed a man with holes in his shoes and no socks. Hannah, out of kindness, offered the man her own. Since then, with the support of the community, Hannah's Socks has donated thousands of pairs of socks to those in need.

Hannah's Socks' holiday spirit is especially relevant this year, with unemployment at a 26-year high and many people in need. By donating 10,000 pairs of new socks, the organization hopes to play a role in making the season a

little more comfortable for thousands of people.

"The lesson we can all take from Hannah is that every one of us, no matter how young, can play a part in helping those who are in need," said Doris Turner, Hannah's mother and the president of Hannah's Socks. "Now, with the help of The Clorox Company, we can extend our reach and perhaps spread a little holiday cheer to those who need it most."

For more information on how to donate to the Hannah's Socks Holiday Sock Drive sponsored by The Clorox Company, or for a downloadable information packet with instructions on how to host a sock drive, visit **[www.hannahssocks.org](http://www.hannahssocks.org)**.

#### About Hannah's Socks

Hannah's Socks serves homeless and domestic-violence shelters in the Midwest, with offices in Toledo and Cincinnati. Hannah's Socks collects donated materials in the form of new men's, women's and children's socks and undergarments, then leverages partnerships with local shelters for distribution to both the homeless and to victims of domestic violence. In addition, it supports programs serving under-privileged children.

#### About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works™ natural cleaners, Armor All® and STP® auto-care products, Fresh Step® and Scoop Away® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. With 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$73.9 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$4.2 million in cash grants, and Clorox made product donations valued at \$10.2 million. For more information about Clorox, visit <http://www.thecloroxcompany.com/>.

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