



NEWS RELEASE

Green Heroes Grant Program Gives Green to Those Who Do Green

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THE MAKERS OF GREEN WORKS®
NATURAL CLEANERS TO AWARD
\$60,000 IN GRANT FUNDING TO
INDIVIDUALS, ORGANIZATIONS
AND SCHOOLS THAT ARE MAKING
THEIR COMMUNITIES A GREENER
PLACE

OAKLAND, Calif., (Jan. 19, 2010) - The makers of Green Works® natural cleaners are searching for America's next Green Heroes, cape and sidekick not required.

To find these heroes, the makers of Green Works natural cleaners, with help from Jane Goodall's Roots & Shoots, the Jane Goodall Institute's global environmental and humanitarian youth program, is launching the 2010 Green Heroes Grant Program. Through the program, the makers of Green Works natural cleaners will award six grants, totaling \$60,000, to individuals, organizations and schools across the country that, through great ideas and old-fashioned hard work, are making their communities a greener place to live.

"Green Heroes is about recognizing and supporting those individuals and organizations that maybe aren't getting headlines, but are making a big difference in their communities," said David Kargas, senior group manager of public relations for The Clorox Company, the manufacturer of Green Works. "With the help of Jane Goodall's Roots & Shoots, we hope to provide a little seed money to a handful of inspiring organizations and individuals that are

making their communities greener places to live."

People can nominate green community projects and their leaders for a Green Heroes grant by submitting a photo and short essay about the project or person at www.facebook.com/greenworks. Nominations will be accepted between January 19 and February 18, 2010. A \$15,000 first prize and a \$5,000 runner-up grant will be awarded in each of the following three categories:

- Youth Leader/Organization: Individual youth leaders - aged 13 to 17- and youth-led non-profit organizations.
- Adult Leader/Organization: Individual leaders - aged 18 and over - and non-profit organizations.
- School Organization: This category will recognize innovative environmental programs that are coordinated by a school or a teacher. These programs can receive grants to help further develop their projects along with a special educational experience from Roots & Shoots for their school.

Nominations in each category should focus on showing how the group's or individual's efforts are new or unique and are making a difference in their respective communities. Judges will evaluate entries for their innovation, impact and growth opportunities.

"We are excited to be working with the Green Works team on the Green Heroes Grant Program," said Allison Deines, program manager, Jane Goodall's Roots & Shoots. "We are particularly pleased that the program will recognize young people, as Roots & Shoots is all about empowering youth to make a difference, every day, for people, animals and the environment."

Following the online nomination period, a panel of judges from the Green Works team and Jane Goodall's Roots & Shoots will review all submissions to determine five finalists in each of the three categories. From March 18 through April 18, 2010, the public will have the opportunity to vote online (www.facebook.com/greenworks) for their favorite individual, organization or school. The top two vote recipients in each category will receive a Green Heroes grant.

The final six Green Heroes will be announced on April 22 - just in time for Earth Day. Additionally, the first place winner in the school category will also receive a special educational experience developed by Jane Goodall's Roots & Shoots. For more information about the Green Heroes Grant Program, including official contest rules and entry guidelines, log on to www.facebook.com/greenworks. For more information about Jane Goodall's Roots & Shoots, please visit www.rootsandshoots.org.

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 \$73.4 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$3.7 million in cash grants, and Clorox made product donations valued at \$5.3 million. For more information about Clorox, visit <http://www.thecloroxcompany.com/>.

About the Jane Goodall Institute

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research on chimpanzee behavior-research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and Jane Goodall's Roots & Shoots, the global environmental and humanitarian youth program that has groups in more than 120 countries. For more information, please visit www.janegoodall.org.

About Jane Goodall's Roots & Shoots

Founded in 1991 by Dr. Jane Goodall and a group of Tanzanian students, Jane Goodall's Roots & Shoots program is about making positive change happen-for our communities, for animals and for the environment. With tens of thousands of young people in more than 120 countries, the Roots & Shoots network connects youth of all ages who share a desire to create a better world. Young people identify problems in their communities and take action. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference across the globe. For more information, please visit: www.rootsandshoots.org.

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