



NEWS RELEASE

# Put Down the Remote and Take the Clorox2® Play 2Day Pledge to Support Healthy Kids

9/21/2011

CLOROX2® CHALLENGES PARENTS  
TO THINK OUTSIDE THE "TUBE"  
AND GET THEIR KIDS OUTSIDE

Put Down the Remote and Take the Clorox2® Play 2Day Pledge to Support Healthy Kids

OAKLAND, Calif., Sept. 21, 2011 - In celebration of Nickelodeon's 8th Annual Worldwide Day of Play on September 24, 2011, the makers of Clorox2® Stain Fighter & Color Booster want to help incentivize parents to 'pledge allegiance' to play, with the launch of the **Clorox2® Play 2Day pledge**.

Besides being fun, outdoor play is a stress-buster, brain-booster and friendship-builder. It even helps kids perform better at school and grow into healthier adults, so give your family a home team advantage by taking the Play 2Day pledge. Parents can join the Play 2Day team by simply visiting [www.clorox2play2day.com](http://www.clorox2play2day.com) and taking the pledge. By pledging, parents will be registered for a chance to win a trip for two to Yosemite National Park.\* As part of the Play 2Day program, Clorox2® is partnering with and providing a \$50,000 donation to **Action for Healthy Kids®**, a non-profit organization devoted to helping children learn about staying active and eating well.

Need to update your playbook? You're not alone. According to a recent survey by the makers of Clorox2® Stain Fighter & Color Booster the state of play for children, between the ages of four and 12-years-old across the U.S., could use a flag on the field.

State of Play

Glued to the Tube

45% of parents say their children prefer not to play outside because they would rather be inside watching television or movies.

## Facebook Friend-zy

One in three parents say their children would rather be inside on the computer or playing video games than playing outside.

## OMG, LOL, GTG

The percentage of children who prefer texting or being on the phone to outdoor play more than doubles between the ages of 9 and 12 years old.

"Getting outside and getting dirty is one of the best parts of being a healthy and happy kid," said Rob Bisceglie, executive director, Action for Healthy Kids. "In addition to being a partner of Clorox2's Play 2Day pledge, we're thrilled to have received \$50,000 donation from Clorox2® to help continue our efforts to inspire and educate children about beneficial habits that can last their entire lives."

## A Stain Is Worth a Thousand Words

Dirty and stained clothing used to be a sign of a day well-played filled with buzzer-beating accomplishments and unforgettable memories, but could parental fear of dirt and ruined clothing be partially to blame for the increase in our couch potato ways? According to the recent Clorox2® study, one in five parents has told their child not to play outside because they didn't want them to get dirty and among those stain-stunned parents, more than half have done so because they didn't want their child to ruin his or her clothing by getting them dirty.

"I remember when popsicle drips, soccer game stains and neighborhood jungle gym grime were a badge of honor for a day of fun," said Ryan Pintado-Vertner, marketing manager for Clorox2®. "We want to team up with parents everywhere to put the outside back inside the hearts and minds of today's youth so that they can enjoy a world full of play and the memories that come with each unforgettable stain."

On September 24, 2011, Nickelodeon will bring its flagship Worldwide Day of Play (WWDOP) event to Washington, D.C. for its biggest celebration of active play in the eight-year history of the initiative. The network and its partners

will host an entire day of activities and games for kids and their families on the Ellipse to encourage active and healthy lifestyles. Clorox2® will have a 1,600 square foot activity station at the event where kids will participate in Clorox2's® "Pitch! Pass! Score!" Challenge and compete against the clock to test their skills across various sports that typically involve getting dirty, including baseball, football and soccer. Participants will receive a Clorox2® - branded mini soccer ball.

Visit [www.clorox2play2day.com](http://www.clorox2play2day.com) for more information on Play 2Day and to watch a hilarious video on a really fun day of play. The video is called "Mom Will Never Know." To find out more about Worldwide Day of Play, visit [www.clorox2play2day.com](http://www.clorox2play2day.com) or [www.nick.com/play](http://www.nick.com/play).

## Join the Team

Want to connect with other Clorox® fans and Play 2Day supporters on Facebook and Twitter? Log on to [www.facebook.com/Clorox](http://www.facebook.com/Clorox), or follow @Clorox to receive the latest product news, tips, offers and more.

## About the Survey

The June 2011 phone survey conducted by Braun Research reached 1,000 adults nationwide with a 20 percent cell phone sample.

## The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,100 employees and fiscal year 2011 revenues of \$5.2 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration products, Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. Nearly 90 percent of Clorox Company brands hold the No. 1 or No. 2 market share positions in their categories. The company's products are manufactured in more than two dozen countries and sold 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 \$84 million to nonprofit organizations, schools and colleges. In fiscal year 2011 alone, the foundation awarded \$4 million in cash grants, and Clorox made product donations valued at \$13 million. For more information about Clorox, visit [www.TheCloroxCompany.com](http://www.TheCloroxCompany.com).

## About Action For Healthy Kids®

Action for Healthy Kids® is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by helping schools become healthier places so our kids can learn to eat right, are active every day and ready to learn. Nationwide, the school-based, grassroots efforts of our 20,000+ volunteers are supported by a collaboration of more than 70 organizations, corporations and government agencies. In the 2009-10

school year, Action for Healthy Kids' volunteers and programs reached 4.5 million students in 9,200 schools. More information is available on **Facebook** and **Twitter**.

\* NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND PUERTO RICO 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Promotion ends 6/30/12. Sweepstakes ends 9/30/11. For Official Rules, prize descriptions and odds disclosure, visit <http://clorox.promo.eprize.com/play2day>. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612

## Contacts

David Kellis

The Clorox Company

(510) 271-2252

**David.kellis@clorox.com**

Rita Gorenberg

Ketchum

(415) 984-6228

**rita.gorenberg@ketchum.com**