



NEWS RELEASE

Country Music Star Sara Evans Partners with the Makers of Hidden Valley® Original Ranch® Dressings & Dips to Help Time-Crunched Moms

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AMERICA'S FAVORITE RANCH
DRESSING AIMS TO GET FAMILIES
CRUNCHING ON CARROTS AND
ASKING FOR SECONDS OF SALADS
DURING THE BUSIEST TIME OF THE
DAY – ALL FOR A GOOD CAUSE

OAKLAND, Calif. (April 9, 2014) - The most hectic time of day for the majority of moms (55 percent) is between 5 and 7 p.m., according to a recent survey.¹ Also known as crunch time, it's a juggling act of figuring out what's for dinner, fighting grocery store crowds, helping with homework, cooking, cleaning and getting kids to bed - all while summoning the energy and inspiration for quality family time. Award-winning country recording artist **Sara Evans**, a mother to seven, knows the feeling, which is why she is partnering with the makers of **Hidden Valley®** Original Ranch® products to make this busy time of day easier and more fun for parents and kids, with "Twist on Tonight" activity boxes and mobile content.

Moms' biggest challenges during this window are ensuring kids properly balance homework with play time (75 percent), cleaning (73 percent), and making nutritious snacks or meals for the family (71 percent)². And despite successfully checking off the family to-do list, it's often at the expense of her own priorities: 80 percent of moms say their kids accomplish everything they need to do while only 46 percent of moms complete their own personal

tasks³. Enter Evans and the iconic Hidden Valley® brand, which partnered to provide "Twist on Tonight" activity solutions for the busiest time of day, which can be delivered to moms' mailboxes and mobile phones.

"With a blended family of nine, I know crunch time all too well," said Evans. "The great taste of Hidden Valley Original Ranch® dressing has always been my way to get the family to enjoy their vegetables during this stressful time of day. I'm proud to help other moms with an activity box that includes my family's favorite salad dressing, as well as simple solutions for making a meal everyone loves while spending quality family time together. Moms can also sign up to receive helpful texts during crunch time with tips from moms, including me."

"Twist on Tonight" Activity Boxes

Three-quarters of moms (75 percent) agree that if their family helps prepare a meal, they will be more likely to eat it⁴. And Hidden Valley's limited-edition "Twist on Tonight" activity box from **Surprise Ride** offers simple solutions to involve kids in family meal preparation through a variety of creative, hands-on activities that also educate about healthy eating habits.

Each kit, which Evans designed with help from her children, includes everything needed for crafts that kids can do on their own or as a family, like designing an apron and a recipe box that can be part of family meals for years to come. There are healthful, kid-approved recipes families can make in minutes, as well as ideas and tips to make exploring new foods fun for kids of all ages. Plus, Evans assembled a playlist that's included as the soundtrack for supertime.

This is the first partnership for Hidden Valley and Surprise Ride, the company behind the monthly subscription-based activity boxes for kids. Each kit costs \$29.99 and will be available for purchase on **Surpriseride.com/limited-edition-hidden-valley/** from April 8 through June 30 or while supplies last.

"We're so thrilled about these activity boxes with Sara Evans and Surprise Ride that we want them to also have an impact outside the individual families who buy them," said Julia Ponce, Hidden Valley brand manager. "So, we're donating \$50,000 and an additional \$30 for every box sold to **After-School All-Stars**, a nonprofit that provides comprehensive after-school programs dedicated to helping kids succeed in school and life."

"Twist on Tonight" Texts

As a modern solution for busy families, Hidden Valley is offering a mobile program where consumers can sign up to receive weekly recipes and kid-friendly activities created by moms, including Sara Evans. For example, one "Twist on Tonight" mobile tip helps mom host a no-fuss Mexican night at home, complete with a simple recipe and instructions for the kids to make their own maracas. Each week from now through June, anyone who signs up for mobile updates is entered for a chance to win a \$100 gift card and one of the limited-edition activity boxes. One grand-prize winner will win \$1,000⁵.

To learn more about the program or to find ways to get through the busiest time of day with simple and delicious recipes and tips, visit <https://apps.facebook.com/twistontotnight>.

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About Hidden Valley®

The HV Food Products Company is a subsidiary of **The Clorox Company**, headquartered in Oakland, Calif. The Clorox Company is a leading manufacturer and marketer of consumer and professional products with 8,400 employees and fiscal year 2012 revenues of \$5.5 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud™ natural personal care products. Nearly 90 percent of the company's 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 marketed 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 \$87 million to nonprofit organizations, schools and colleges. In fiscal year 2012 alone, the foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$15 million. For more information about Clorox, visit TheCloroxCompany.com.

About Surprise Ride

Surprise Ride, headquartered in Washington D.C., is a leading provider of activity boxes for kids. The company designs interactive experiences that foster creativity and a lifelong love of learning. Each month, families aboard the "ride" receive a box with all the supplies needed to enjoy hands-on projects and create memories. The service has received numerous accolades from parenting experts and was featured on ABC's hit show Shark Tank. For more information about Surprise Ride, visit www.surpriseride.com.

About After-School All-Stars

Founded in 1992, After-School All-Stars is a leading national provider of year-round, school-based, comprehensive afterschool programs. During the school year, children participate in free programs that include academic support, enrichment opportunities, and health/fitness activities. The organization's mission is to keep children safe and help them succeed in school and in life. Nearly 90,000 children from families of poverty benefit in 14 U.S. regions:

Atlanta, Chicago, Hawaii, Las Vegas, Los Angeles, New York, North Texas, Ohio, Orlando, San Antonio, San Diego, San Francisco Bay Area, South Florida and Washington, D.C. For more information, visit www.as-as.org.

Contact:

Kelly McAlearney
The Clorox Company
(510) 271-2183

kelly.mcalearney@clorox.com

Stephanie Bohar
Current PR
(415) 262-5957

sbohar@talktocurrent.com

1Telephone survey of 500 American moms nationwide with children 17 or younger in the household utilizing landline and cell phone exchanges; fielded September 11-13, 2013; conducted by KRC Research for Hidden Valley® Original Ranch® Dressings & Dips.

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5NO PURCHASE, TEXT OR MOBILE OPT-IN NECESSARY. Begins 3/25/14 at 9:00 a.m. PT, ends 6/23/14 at 9:00 a.m. PT. Open to legal residents of the 50 U.S. & D.C., 18+. Message and data rates may apply for text and mobile opt-ins. See your wireless provider for pricing plan details. Max. 6 msgs/mo. will be sent to your number from Sponsor via an auto dialer. Consent is not required to buy goods and/or services or enter the Promotion. For more information, read the terms at <http://bit.ly/1hzg1Te>. To stop, text STOP. For help, text HELP or email HV@irismobile.com. Void where prohibited. Subject to Official Rules available at facebook.com/hiddenvalley. Sponsored by The Clorox Company.