



## Press Release

Both parties will host an after-school activity to share the importance of healthy hand hygiene to students

### **Dial® & Big Brothers Big Sisters Teach Healthy Hygiene Habits on Global Handwashing Day**

**New York (October 15, 2018)** – In support of Global Handwashing Day on October 15, 2018, Dial® and Big Brothers Big Sisters of America, as part of their Healthier Futures™ program, will host an interactive and educational experience at P.S./I.S. 218 to teach children in the Big Brothers Big Sisters program healthy hygiene habits.

Global Handwashing Day is a chance to emphasize the importance of hand washing, and as part of the Healthier Futures™ program, both brands are committed to reaching as many mentees (“Littles”) as possible with this message. To do this, Dial® will visit Littles and their mentors (“Bigs”) from Big Brothers Big Sisters of New York City, the nation’s first and New York’s largest mentoring program where they will learn about when and why it’s important to wash your hands as well as how to properly wash them. Volunteers from Dial® will lead an open discussion and guide Littles through a fun activity that brings to life how easily germs can spread and how to effectively wash your hands.

The 2018 Global Handwashing Day theme is “Clean hands – a recipe for health.” Handwashing at critical times is one of the most important ways to stay healthy and help children grow strong. Dial® and Healthier Futures™ are excited to bring this messaging to life through a fun, interactive activity that will help them form proper handwashing habits.

This is the third year Dial® has partnered with a charitable cause as part of Global Handwashing Day. In 2017, Dial® pledged to donate \$50,000 to expand access to handwashing stations throughout impoverished communities worldwide and to increase awareness of sanitary habits. This year, over 55 Big Brothers Big Sisters agencies are joining the effort to teach proper handwashing with \$20,000 worth of hand soap and a custom lesson plan provided by Dial®. Additionally, Dial will be donating a \$100,000 check in support of Big Brothers Big Sisters of America.



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For more information, visit the [Global Handwashing Day](#), [Dial](#) and [Big Brothers Big Sisters of America](#) to share the knowledge of proper, frequent handwashing with friends and family on Monday, October 15, and beyond.

### **About Healthier Futures™**

Dial® and Big Brothers Big Sisters are collaborating on a Healthier Futures™ program which aims to teach children healthy hygiene habits and guide them to reach their full potential. Through wellness promotions, monetary and product donations, our collective mission is to promote wellness to improve overall health and well-being for all families. Helping Littles gain confidence through healthy hygiene habits and mentoring relationships will inspire healthier futures and lead kids to become successful young adults.

### **About Dial®**

America's trusted brand for 70 years, Dial® delivers clean, healthy skin for you and your family with products for women, men, and kids. From bar soap, body wash, and liquid hand soap, our products provide benefits such as moisture, exfoliation, protection, replenishment and more. Healthier Skin. Healthier Us. [www.dialsoap.com](http://www.dialsoap.com)

### **About Henkel in North America**

Henkel operates across its three business units – Adhesive Technologies, Beauty Care and Laundry & Home Care – in North America. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, professional hair care brand Sexy Hair®, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. North America is an important region for Henkel: With sales of around 5.8 billion US dollars (5.2 billion euros) in 2017, North America accounts for 26 percent of the company's global sales. Henkel employs more than 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com).

### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry



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segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2017, Henkel reported sales of 22.6 billion US dollars (20 billion euros) and adjusted operating profit of around 3.9 billion US dollars (3.5 billion euros). Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 7.2 billion US dollars (6.4 billion euros). Henkel employs more than 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

### **About Big Brothers Big Sisters of America**

Since 1904, Big Brothers Big Sisters has been matching youth in meaningful, enduring, professionally supported mentoring relationships with adult volunteers who defend their potential and help them achieve their biggest possible futures. Big Brothers Big Sisters' evidence-based mentoring programs undergo continual evaluation, and this evidence-based approach is designed to create positive youth outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence, and improved relationships. In the past 10 years, with affiliates in all 50 states, Big Brothers Big Sisters has served nearly 2 million children. Learn how to get involved at [BigBrothersBigSisters.org](http://BigBrothersBigSisters.org).

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