



NEWS RELEASE

# "Glad To Give" Makes Giving In The Bag This Holiday Season

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THE GLAD PRODUCTS COMPANY  
AND KATIE HOLMES SHOW IT'S  
WHAT'S INSIDE THAT COUNTS

OAKLAND, Calif., Dec. 1, 2015 /PRNewswire/ -- This #GivingTuesday, a global day dedicated to giving back, **The Glad Products Company** has partnered with **Katie Holmes** to inspire people to give back to those in need with its **Glad to Give**<sup>TM</sup> program. Holmes has joined forces with the Glad® trash brand to put a nationwide call out for people to give gently-used items a second life and help bring warmth and joy to others.

Giving has many benefits ranging from making us feel happy to making us and our communities healthier.<sup>1</sup> That's why Glad to Give, which was created in response to people using Glad ForceFlex bags for heavy donations, supports and enables giving opportunities through marketing efforts, cash donations to charities including **One Warm Coat** and **Habitat for Humanity**, and with free resources like donation bags and pickups made possible through a partnership with **Donation Town**.

"Glad recognized the role its products played in giving around the country and now we're excited to give back in an even bigger way with the Glad to Give program," said Tiffany Leung, Associate Director of Marketing for The Glad Products Company. "We're thrilled Katie Holmes is helping to inspire people to do their part this holiday season and beyond."

With most charitable giving occurring the last three months of the year, Glad and Holmes are on a mission to make giving easier. People can sign up for a free, exclusive Glad yellow bag while supplies last and learn more ways to give back during this season and year round at **GladtoGive.com**. And to incent more donations, people can enter a sweepstakes program for the chance to win Glad bags full of personal items donated by Holmes and other celebrities.

In addition to the bag shared for the Glad to Give sweepstakes, Holmes donated a Glad bag full of her family's winter coats to benefit Glad's longstanding charity partner One Warm Coat, a nonprofit organization with the goal to provide any person in need with a warm coat, free of charge.

"Winter fashion may change from year to year but one thing that never goes out of style is giving back. I'm glad our coats will find a new home," said Katie Holmes. "I'm excited to partner with Glad and hope we'll all be Glad to Give to see what a difference we can make."

To get involved, just fill a Glad bag full of items from coats and clothing, to toys and housewares to donate and go to **GladtoGive.com** to schedule a free pickup with a local charity of your choice. Then post what you're #GladtoGive on Twitter or Instagram with the hashtags #GladtoGive and #Sweepstakes for a chance to win the Glad bag full of Holmes' donated items. Official sweepstakes rules: here, <http://getglad.co/G2Gor>.

For more information, visit **GladtoGive.com** or follow Glad on Twitter @GetGlad, Instagram @GladProducts, **Facebook.com/Glad** or **Pinterest.com/GladProducts**.

1 Suttie, J., & Marsh, J.; 2013; 5 Ways Giving Is Good for

2 2014 Network for Good Digital Giving Index, 2014; The Online Giving Study

Suggested Content: Photo of Katie Holmes, link to Anthem video

Tweet: @Glad & @Katie Holmes are #GladtoGive this #GivingTuesday. < link to release >

## The GLAD Products Company

The GLAD Products Company, a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2015 sales of \$5.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; and Burt's Bees® natural personal care products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company has been broadly recognized for its corporate responsibility efforts, including, most recently, two U.S. EPA Climate Leadership Awards for Excellence in Greenhouse Gas Management and inclusion among the top 40 companies on the 2015 Newsweek Green Rankings and CR magazine's 100 Best Corporate Citizens 2015 list. The Clorox Company and The Clorox Company Foundation contributed approximately \$15 million in combined cash grants, product donations, cause marketing and employee volunteerism during the past year. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com), the [CR Matters Blog](#) and follow the company on Twitter at [@CloroxCo](#).

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## One Warm Coat

One Warm Coat is a national non-profit organization that works to provide a free, warm coat to any person in need and raises awareness of the vital need for warm coats. One Warm Coat supports individuals, groups, companies and organizations across the country by providing the tools and resources needed to hold a successful coat drive. Coats are distributed in the communities where they were collected, to any person in need, without charge, discrimination or obligation. Since its inception in 1992, One Warm Coat has worked with its volunteers to give away over 4 million coats. [www.onewarmcoat.org](http://www.onewarmcoat.org)

Video - <https://www.youtube.com/watch?v=gZRSni52nDY>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/glad-to-give-makes-giving-in-the-bag-this-holiday-season-300183497.html>

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