



NEWS RELEASE

# Green Works® Brand Launches Campaign to Nurture Girls' Natural Potential in Sciences

7/22/2015

NATURALLY DERIVED CLEANING  
BRAND, FOUNDED BY FEMALE  
SCIENTIST, SEEKS TO INSPIRE GIRLS  
TO CHOOSE CAREERS IN STEM

Oakland, Calif. (July 22, 2015) - Why does only one in 1,000 girls continue to explore her interest in science? One major factor is books and other media mostly feature male scientists, and so they don't picture women in those jobs. To make a change, girls need mentors.

The maker of Green Works® cleaning products knows that powerful things can happen when women get involved in science. Years ago, a dedicated female scientist led a team that created the laundry and household cleaners that make up the Green Works line. Today, the brand is stepping-up with a new campaign aimed at highlighting women in science with the goal of exciting the next generation.

"We were inspired to learn that by showing girls success stories of female scientists, we could make a difference in their likelihood to continue to pursue careers in Science, Technology, Engineering, and Mathematics ("STEM)," said Green Works associate director of marketing Sacha Connor. "We've always been proud to share that Green Works was created by a female scientist, but as we learned more about the barriers to girls studying the sciences, we realized it was an important story to tell."

As part of the brand's commitment to nurturing natural potential, it is supporting the American Association of

University Women (AAUW.) Founded in 1881, AAUW empowers women and girls through advocacy, education, philanthropy and research. Members of the organization will participate in social media activities to talk to moms and their daughters about staying in STEM. A video, featuring Green Works founding scientist Maria Ochomogo, and social posts round out the effort.

"AAUW is proud to be at the forefront of empowering and inspiring women and girls in STEM. STEM innovators help solve the world's biggest problems, and women's intellect and voices need to be a part of the technologies and products created by these fields," said Gloria Blackwell, AAUW's vice president of fellowships, grants, and global programs.

Help the women and girls in your life unleash their #NaturalPotential with this inspirational video at [www.greenworkscleaners.com](http://www.greenworkscleaners.com). Find more inspiring girls in STEM stories on the Green Works social channels: Twitter @GreenWorks; Instagram @GreenWorksClean; Facebook.com/GreenWorks; Pinterest.com/GreenWorksClean.

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1 Bureau of Labor Statistics; <http://www.bls.gov/cps/cpsaat02.pdf>

Congressional Research Service; <https://www.fas.org/sgp/crs/misc/R43061.pdf>

## About Green Works

Green Works® is a line of naturally derived cleaning products marketed by The Clorox Company. The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2014 sales of \$5.5 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® and KC Masterpiece® 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®, HealthLink®, Aplicare® and Dispatch® infection control products for the healthcare industry. More than 80 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2014, The Clorox Company and The Clorox Company Foundation contributed more than \$16 million in combined cash grants, product donations, cause marketing and employee volunteerism. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com), the [CR Matters Blog](#) and follow the company on Twitter at [@CloroxCo](#).

## About AAUW

The American Association of University Women (AAUW) empowers women and girls through advocacy, education, philanthropy, and research. Our nonpartisan, nonprofit organization has more than 170,000 members and supporters across the United States, as well as 1,000 local branches and more than 800 college and university partners. Since AAUW's founding in 1881, our members have examined and taken positions on the fundamental issues of the day - educational, social, economic, and political. Learn more and join us at [www.aauw.org](http://www.aauw.org) and on Twitter @AAUW.

## Media Contacts

Robin Santos

The Clorox Company

**[Robin.santos@clorox.com](mailto:Robin.santos@clorox.com)**

510-271-3345

Aljanae Foster

Current

**[AFoster@talktocurrent.com](mailto:AFoster@talktocurrent.com)**

415-262-5984