



NEWS RELEASE

# It's Madness: Kingsford Puts Ed O'Bannon on Bag of Charcoal, Pays Him

3/17/2015

KINGSFORD INVITES BASKETBALL  
FANS TO GET IN ON THE #PAYED  
ACTION BY GRILLING FOR  
GAMEDAY AND CLAIMING A  
LIMITED ED-ITION CHARCOAL BAG

OAKLAND, Calif. (March 17, 2015) -The maker of **Kingsford® Charcoal** has become one of the many companies to use the likeness of a famous amateur basketball player for marketing purposes during that mad, mad month of March.

But Kingsford is including a surprising twist: The charcoal brand is actually going to pay that player.

Timed with the start of the profitable, albeit amateur, basketball tournament, Kingsford is placing a shot of Ed O'Bannon on the front of a limited ED-ition package of its charcoal. The package will be available online at **GoFundMe.com/PayEd** for the price of \$20. In addition, in a move some might consider Madness, Kingsford will pay Ed an additional \$1, up to \$25,000, for every use of the hashtag #PayEd during this amateur, albeit profitable, March event.

The campaign is part of an effort from Kingsford to encourage people to spend these long, TV-filled days at home with good friends, a hot grill and some delicious food rather than settling for an expensive bar tab and soggy nachos.

To celebrate this relationship, Kingsford, Ed O'Bannon and some friends will get together on March 19 for an all-day grill-a-thon near Ed's Las Vegas home. During the day, Ed and Kingsford will celebrate the way Dr. James Naismith no doubt intended: by gathering friends, firing up the grill, watching games, angrily crumpling busted brackets and making snarky comments on social media. Follow **@Ed\_OBannon** and **@Kingsford** to join in or keep an eye on the action.

"Firing up my charcoal grill, getting friends together and watching the games is what I would be doing anyway," O'Bannon said. "For Kingsford to pay me for something I already do? That's Madness. Which, I suppose, is what happens in March."

While the grill fest will take place on March 19, the chance to pay Ed by tweeting #PayEd or buying the limited ED-ition package will continue until the last net has been cut on April 6, 2015. Kingsford and Ed will announce the total contribution by April 10, 2015.

#### About Kingsford Charcoal

**The Kingsford Products Company** is a wholly owned subsidiary of **The Clorox Company**, headquartered in Oakland, Calif. 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**, the **CR Matters Blog** and follow the company on Twitter **@CloroxCo**.