



NEWS RELEASE

Pine-Sol® Launches "Makers of Home"

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Campaign Celebrates How Homemaking has evolved into a Family Affair

OAKLAND, Calif., Nov. 18, 2016 /PRNewswire/ -- Today, over 1 million households are led by a single father, 2.4 million kids are being raised by grandparents and 1,300 new blended families form every single day creating newly minted step-parents. As families evolve, it's no longer just mom doing the housework. Yet when most Americans hear the word 'homemaker,' the images in their minds are likely outdated. That's why today, the makers of Pine-Sol® Brand Cleaners announced the launch of 'Makers of Home,' a social media campaign designed to break away from outdated stereotypes and celebrate the members of our families, from dad and grandma to everyone in between, that make our homes spaces and places where we can feel safe and loved.

"In a not-so-distant past, usually the mom in the household was responsible for everything from cooking and cleaning to laundry," said Sacha Connor, director of marketing, the Clorox Company. "But families look different today and we sought out to find and tell their stories. From our place on American countertops for the past 87 years, we've seen the evolution of homemaking firsthand and knew that the word 'homemaker' needed an update."

Meeting the Makers of Home

Online content on the campaign microsite (www.pinesol.com/makersofhome) shares the stories of three of these modern families who demonstrate their roles as 'Makers of Home.' From a blended family with adoptive children to a family with a special needs child, the stories bring home the message that as families have changed, so must the image in our minds of who is responsible for making today's homes.

Doing Good for Children in Foster Care

To celebrate the launch of the campaign during National Adoption Month, Pine-Sol has made a donation of \$50,000 to Together We Rise, a not-for-profit organization dedicated to improving the lives of children in foster care. In

addition, 150 new adoptive families will receive care packages with gift cards, games and cleaning products that will assist in preparing homes to receive new family members.

For more information on the "Makers of Home" campaign, please visit <https://www.pinesol.com/MakersofHome>.

The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 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; Burt's Bees® natural personal care products; and Renew Life® digestive health 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 also has been broadly recognized for its corporate responsibility efforts, most notably receiving two Climate Leadership Awards for Excellence in 2015 and a Safer Choice Partner of the Year Award in 2016 from the U.S. Environmental Protection Agency as well as being named to CR Magazine's 2016 Best Corporate Citizens list and included in the 2016 Newsweek Green Rankings. The Clorox Company and its foundations contributed nearly \$17 million in combined cash grants, product donations, cause marketing and employee volunteerism in the past year. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

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