



NEWS RELEASE

Tampa Gets America's Heaviest Dose of Negative Presidential Campaign Ads; Kingsford Charcoal Offers Citizens a Well Deserved Bipartisan Barbecue Break

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KINGSFORD CHARCOAL AND WORLD CHAMPION PITMASTER CHRIS LILLY FIRE UP THE COALS TO HELP SHIFT THE HEAT FROM NEGATIVE CAMPAIGN ADS RUNNING IN TAMPA

TAMPA, Fla., Nov. 3, 2016 /PRNewswire/ -- You can't blame the good people of Tampa if they feel like they are trapped in a cauldron of negativity.

As it turns out, for the past nine months, they kind of have been.

While all Americans have seen candidates raking each other over the coals this Presidential election, Tampa has been at the center of the pit. According to research from Kantar Media, Tampa has seen more than 15,000 negative ads from the Presidential race so far this year, the most in America.[1] That's an average of more than 55 negative ads per day, every day, since January 1 – an amount of negativity scientists could potentially link to conditions ranging from remote control throwing to boiling baby back ribs.[2]

Now, Kingsford® Charcoal is teaming up with one of America's best pitmasters, Chris Lilly of Big Bob Gibson Bar-B-Q, to bring the good people of Tampa a much needed reprieve from the deluge of negativity.

For two hours on November 3, Kingsford will be taking over Joe Chillura Courthouse Square and catering a special Bipartisan Barbecue. During that time, the left, right and everyone in between can stop squabbling and start gobbling down plates of America's best 'cue.

The key to getting a free plate of barbecued perfection is to be among the first 300 Tampanians to share a nonpartisan view on social media using the hashtag #BipartisanBBQ. Here are a few ideas from Kingsford:

- Enough of the mudslinging, red and blue. Let's settle up with some BBQ. #BipartisanBBQ
- Divided we vote. But United We Grill #BipartisanBBQ
- You are Red. I am Blue. Nobody cares at a BBQ. #BipartisanBBQ

"Since nobody is ever angry when they have ribs in their hands, we've realized it sort of falls on us to save America," said Matt Gregory, general manager of Kingsford charcoal. "So we figured we would do what do best: bring people of all walks of life together to hang out around the grill. And while we recognize that there are serious political issues that really great BBQ alone can't solve, we are pretty sure that piles of BBQ from Chris Lilly is as good a place to start as any."

The Kingsford Charcoal Bipartisan BBQ will take place from 12:00 – 2:00 p.m. at Joe Chillura Courthouse Square in Tampa on Thursday, November 3. The first come, first serve event will be open to the first 300 people who demonstrate a truly non-partisan statement on social media, while using #BipartisanBBQ. The effort comes after Kingsford® charcoal commissioned a Kantar Media study to identify the U.S. city with the most negative political campaign ads and offer its residents the opportunity to break brisket together.

About Kingsford Charcoal

For nearly 100 years, Kingsford Charcoal, America's best-selling charcoal, has brought people together around the charcoal grill. **The Kingsford Products Company** is a wholly owned subsidiary of **The Clorox Company**, headquartered in Oakland, Calif. 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; 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.

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[1] According to data from a 2016 Kantar Media report, Tampa, Fla. has received the most negative political advertising surrounding the 2016 presidential race (from January 1-September 30, 2016). Tampa topped the charts with more than 15,000 ads over the first nine months of the year, with 78% of the ads aired being classified as negative.

[2] Kingsford educated guess.

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