



## WHAT IS HENKEL HELPS?

Designed to address the urgent health and fitness crisis facing our nation's youth, the Henkel Helps Get Kids Fit program will give three deserving schools the chance to win their share of \$30,000 to improve youth fitness for their school. Educators, children, parents, and community members alike can nominate their school by answering one fundamental question on [HenkelHelps.com](http://HenkelHelps.com): ***"What would your school do with \$10,000 to improve youth fitness?"*** The Henkel Helps Get Kids Fit program will also offer a \$5,000 sweepstakes for a deserving family that is dedicated to improving their health and fitness habits, but lacks the resources to do so.

## HOW DOES IT WORK?

Based on the relevance, originality, and inspiration of all of the nominations submitted, Henkel will select fifteen schools, five at the elementary, middle, and high school levels respectively, as finalists. Finalists will receive a free flip video camera to create a brief video that brings to life the health and fitness issues facing their school and their plan for making the most of the \$10,000 prize.

The three winning schools will be determined by a public voting process that encourages schools, communities, and families to rally support for their school to improve youth health and fitness. Competing for votes against other finalists at the same education level, one deserving elementary school, middle school, and high school will be rewarded \$10,000 each to turn the health and fitness program they outlined in their application into reality.

## WHEN DOES IT BEGIN?

- **July 28, 2011:** Nominations open on [www.HenkelHelps.com](http://www.HenkelHelps.com)
- **September 30, 2011:** Application deadline
- **October 31, 2011:** Finalists are announced and voting begins
- **November 20, 2011** – Voting and Sweepstakes end
- **November 30, 2011:** Three winning schools are announced

## WHY YOUTH FITNESS?

Obesity rates have tripled in the past 30 years—a trend that means, for the first time in our history, American children face a shorter life expectancy than their parents. Moreover, we spend \$150 billion every year to treat obesity-related conditions—yet, according to the 2010 Shape the Nation Report conducted by The National Association for Sport and Physical Education and The American Heart Association, the median physical education budget in the United States is only \$764 per school with 61% of physical education teachers reporting an annual budget of under \$1,000. As one third of American children are overweight and 75 percent are not getting enough daily exercise, the Henkel Helps Get Kids Fit Program is designed to help schools, communities and families nationwide address the urgent health and fitness crisis among our nation's youth, while acknowledging the budget crisis faced by schools across the country.

## WHO'S INVOLVED?

Henkel, the company behind some of the nation's leading brands, including Dial®, Purex®, Renuzit®, Right Guard®, Soft Scrub®, and Loctite®, is teaming up with the Alliance for a Healthier Generation to launch this year's Henkel Helps Get Kids Fit program. The goal of the Alliance is to reduce the prevalence of childhood obesity by 2015, and to empower kids nationwide to make healthy lifestyle choices. Founded in 2005 by the American Heart Association and William J. Clinton Foundation, the Alliance works to positively affect the places that can make a difference in a child's health: homes, schools, doctor's offices, and communities.

The Henkel Helps program supports one of Henkel's core values: sustainability through a commitment to the quality of life in the communities in which Henkel operates. A commitment to social responsibility has been a tradition throughout Henkel's history and is viewed as central to the company's business strategy rather than simply a peripheral activity. Thus the collaboration between Henkel and AHG is logical given the shared objectives of both organizations.

## For press inquiries please contact:

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