Bounty(R) Says 'Yes To The Mess!' by Sponsoring First Ever Make-A-Messterpiece Ultimate Kids Creative Studio

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10,000-square-foot experiential studio opens in Illinois to promote creativity and curiosity in children

CINCINNATI--(BUSINESS WIRE)--Today, Procter & Gamble's Bounty(R) brand (NYSE: PG) unveiled the first Make-A-Messterpiece ultimate creative studio for kids. Located in Glenview, IL, a suburb of Chicago, Make-A-Messterpiece demonstrates Bounty's commitment to encouraging creativity and curiosity for children in a fun, hands on way. Trusted by parents across America to clean up everyday messes, Bounty's aim is to provide parents an opportunity to help their children express their curiosity and learn by doing, without having to worry about the cleanup.

The 10,000-square-foot creative studio is home to five experiential art and science centers, including Bubble'ology, Experimentation Station, Drum Roll, Creative Kitchen and Little Sprouts, as well as open play areas. In order to establish a well-rounded selection of engaging activities that encourage children to make their own "messterpiece," Bounty consulted leading industry experts such as child psychologists and development professors, to ensure each station encourages children to actively explore the world around them.

In addition to the Make-A-Messterpiece studio, Bounty has partnered with Rush Philanthropic Arts Foundation, founded in 1995 by brothers Russell, Danny and Joseph "Rev. Run" Simmons, to embark on a cross-country arts project. Under the creative direction of Rush Philanthropic Director of Education Meridith McNeal and featured artist Amanda Williams, the "Building Bounty-ful Bridges" program will engage youths in six cities to participate in a large-scale collaborative painting that "bridges" them creatively with others across the country. In addition to Rush Philanthropic Arts Foundation founder and hip-hop pioneer, Russell Simmons, other celebrity supporters of this nationwide project include Mary J. Blige, Susan Sarandon, and Ana Ortiz. Through October, Bounty will sponsor youths from New York, Chicago, San Francisco, New Orleans, Washington, D.C., and Cincinnati to participate in this special project which will be showcased in a children's art exhibit at the Rush Arts Gallery in New York in late October.

Bounty is proud to support hands on learning through arts and sciences, especially during challenging times when many schools have to make tough choices about what programs they are able to fund. According to a 2009 survey of school administrators, 65 percent said art education supplies were considered a "low priority" given other teaching needs in schools(1).

"At Bounty, we saw the Make-A-Messterpiece studio, along with the Rush Philanthropic Arts Foundation partnership, as opportunities to help children grow and learn by sponsoring fun, 'hands on' activities that encourage curiosity and creativity outside the classroom," said Eric Higgs brand manager for Bounty. "It is our way of saying 'never let messes get in the way of your children learning and trying new things.'"

"I'm excited that Rush Philanthropic is partnering with Bounty to help promote artistic expression among youth in communities all across the country," said Russell Simmons. "With the Chicago Make-A-Messterpiece facility, Bounty is providing a much-needed space for local children to realize their creative potential."

In addition to the children's creative spaces at Make-A-Messterpiece, there will be Club M, a dedicated area for parents to network, relax and recharge while their children create in the supervised stations. The studio will open September 23 with hours of operation from 10:00 AM to 6:00 PM, Monday through Saturday, and Sunday from 11:00 AM to 6:00 PM. Pricing starts at $10.

Bounty's sponsorship of Make-A-Messterpiece will be for a limited time only; after which, the brand will evaluate future possibilities to continue sponsoring the studio. For fun at-home art activities and more information on Bounty's Make-A-Messterpiece creative studio, visit www.bountymakeamessterpiece.com.

About Bounty

Bounty has been America's most popular paper towel for over 30 years. In the U.S., P&G offers the following premium two-ply paper towel products: Bounty Select-a-Size; Bounty White; Bounty Extra Soft; and Bounty Fun Prints. Additionally, P&G
offers Bounty Basic, a quality one-ply paper towel as well Bounty Quilted Napkins. For more information on Bounty, visit www.quickerpickerupper.com.

About Rush Philanthropic Arts Foundation

Rush Philanthropic Arts Foundation is dedicated to providing underserved urban youth with significant exposure and access to the arts, and to offering exhibition opportunities for underrepresented artists and artists of color. Rush was founded in 1995 by three brothers: Danny Simmons, visual artist and community builder; media mogul Russell Simmons; and Joseph "Rev. Run" Simmons of the legendary hip-hop group Run-DMC. Their goal was to fill the gap that poor and minorities face in both accessing the arts and exhibition opportunities. Over the past 14 years, Rush has developed a broad base of friends, collaborators and supporters dedicated to addressing these issues. In addition to the 2,000 students served each year in its education programs, Rush exhibits the work of 40 to 50 emerging and community-based artists in its galleries; welcomes over 10,000 gallery visitors; distributes grants to nonprofit arts organizations in NYC and South Florida; and provides unique opportunities for young people interested in careers in the arts. Rush currently operates galleries and arts education programs in Chelsea (Manhattan) on West 26th Street and Clinton Hill (Brooklyn) on Grand Avenue. Rush Education Programs are designed to inspire students, provide positive alternatives to high-risk behaviors, and support increased academic performance.

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