Procter & Gamble Announces Sponsorship of 28 U.S. Olympic and Paralympic Athletes and Hopefuls for London 2012 Olympic and Paralympic Games; Launches P&G|Team USA Youth Sports Fund

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CINCINNATI--(BUSINESS WIRE)--Procter & Gamble (NYSE:PG), a Worldwide Olympic Partner, today announced its sponsorship of 28 U.S. Olympic and Paralympic hopefuls for the London 2012 Olympic and Paralympic Games. These athletes will represent 13 iconic P&G brands, including Tide®, Crest®, Duracell®, Gillette®, Pampers® and others at the London 2012 Games. These world class athletes are part of the company’s global campaign that includes sponsorship of more than 150 athletes around the world.

P&G also announced the launch of the P&G|Team USA Youth Sports Fund, with a goal of raising $500,000 through the London 2012 Games. The fund will help moms raise happy, healthy kids by providing broader access to youth sports as part of P&G’s ‘Thank you, Mom’ campaign. This is part of the company’s global effort to raise more than $5 million for youth sports.

“As both a mom and an athlete, I am proud to be affiliated with the P&G ‘Thank you, Mom’ campaign and the Pampers brand to celebrate moms of Team USA athletes and moms across the country,” said Kerri Walsh, beach volleyball gold medalist at the Athens 2004 and Beijing 2008 Olympic Games and Pampers brand athlete. “The support of Team USA and youth sports by P&G and its brands brings this commitment to life in an impactful way.”

The 28 U.S. Olympic and Paralympic athletes and hopefuls sponsored by P&G and its brands are among the best in their sports. Collectively, the group has won more than 375 international medals, including more than 60 Olympic and Paralympic medals. Among the athletes are 12 Olympic and Paralympic gold medalists, numerous world champions, and top-ranked men and women in 11 sports.

Olympians and Olympic hopefuls:
--- Henry Cejudo Wrestling (Freestyle) Tide, P&G
--- Natalie Coughlin Swimming Pantene
--- Ashton Eaton Athletics P&G
--- Marlen Esparza Boxing COVERGIRL
--- Janet Evans Swimming Metamucil
--- Allyson Felix Athletics Oral Care
--- Tyson Gay Athletics Gillette
--- Sarah Hammer Cycling (Track) Tide
--- Dwight Howard Basketball Duracell
--- Shawn Johnson Gymnastics (Artistic) Bounty, P&G
--- Lolo Jones Athletics P&G
--- Hunter Kemper Triathlon Duracell
--- Jennifer Kessy Beach Volleyball COVERGIRL
--- Ryan Lochte Swimming Gillette, P&G
--- Lopez Lomong Athletics Tide, P&G
--- Diana Lopez Taekwondo Duracell, P&G
--- Mark Lopez Taekwondo Duracell
--- Steven Lopez Taekwondo Oral Care
Paralympians and Paralympic hopefuls:

-- Kortney Clemons  Athletics  P&G
-- Marlon Shirley  Athletics  P&G
-- Jerome Singleton  Athletics  Gillette
-- Mallory Weggemann  Swimming  P&G

“On behalf of the United States Olympic Committee, I’d like to thank P&G for supporting and promoting the incredible athletes of the U.S. Olympic and Paralympic Team,” said USOC CEO Scott Blackmun. “We are also grateful for P&G’s commitment to youth sports through the P&G|Team USA Youth Sports Fund. Providing young people greater access to sports will help develop the next generation of athletes and spread the Olympic Values of excellence, friendship and respect.”

The P&G|Team USA Youth Sports Fund will benefit USOC youth sport organizations across the country and donations will be executed through the National Governing Bodies (NGBs) to support their programs. As part of the $500,000 goal, funds will come from consumer engagement, donations and brand programs from the company’s leadership brands, including Pampers®, Tide®, Gillette® and Pantene®, among others. Additional support will be derived from corporate marketing programs. The fund will be supported through integration across marketing channels including advertising, public relations, in-store merchandising, mobile, digital and direct mail.

“Behind every amazing athlete is an even more amazing mom,” said Jodi Allen, Vice President of North American Operations and Marketing at P&G and proud mom of four. “P&G is in the business of helping moms do whatever it takes to make her child’s life the best it can be. In support of our ‘Thank you, Mom’ campaign, together with Team USA, we are making a commitment to those people who matter most to moms – their kids – through the creation of the P&G|Team USA Youth Sports Fund.”

P&G, its brands, and U.S. Olympic and Paralympic athletes are encouraging consumers to help the cause by going to the company’s ‘Thank you, Mom’ Facebook page at www.facebook.com/thankyoumom to share their stories and show their support. Starting today, for every new “like” on the P&G ‘Thank you, Mom’ Facebook page, the company will donate one dollar to the P&G|Team USA Youth Sports Fund, up to $100,000.

“When I was a kid, I had so much fun playing all different sports, such as soccer and surfing,” said Ryan Lochte, Gillette brand athlete and six-time Olympic medalist in swimming. “Having the opportunity to try diverse activities gave me the confidence I needed to achieve my dreams later on in life, especially at the Olympic Games. That’s why P&G’s support of the P&G|Team USA Youth Sports Fund is so important.”

For more information and assets related to the campaign, visit www.facebook.com/thankyoumom or P.isebox.net/na/thankyoumom.

About P&G

P&G touches and improves the lives of about 4.4 billion people around the world with its portfolio of trusted, quality brands. The Company’s leadership brands include Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, and Ambi Pur®. With operations in about 80 countries, P&G brands are available in more than 180 countries worldwide. Please visit pg.com for the latest news and in-depth information about P&G and its brands.

About the USOC

The United States Olympic Committee (USOC) is recognized by the International Olympic Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American and Parapan American Games. In addition to being the steward of the U.S. Olympic Movement, the USOC is the moving force for support of sports in the United States that are on the program of the Olympic, Paralympic, Pan American and Parapan American Games. For more information, visit TeamUSA.org.

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