Three-Time Olympian Julie Chu Teams up with Bounty to Celebrate Hockey Moms Across the Nation

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Partnering with the paper towel brand, Julie Chu and her mother, Miriam, ask moms to share their favorite stories to help other aspiring athletes achieve their dreams

CINCINNATI--(BUSINESS WIRE)--Bounty and Olympic Women’s Ice Hockey player, Julie Chu, are teaming up to ask the moms nationwide to share their stories for a good cause. Together, Bounty, Julie and her mother, Miriam, are celebrating those moms across the country that don’t sweat the moments when messes occur, but instead celebrate the bumps, bruises and spills that come with raising a future Olympian. From messy cleats in the kitchen to overturned bottles of sports drinks spilling through the halls, these are the moms that look messes in the eye and say, “Bring It.”

Starting now and leading up to the Sochi 2014 Olympic Winter Games, moms everywhere can log on to Twitter and share with @BOUNTY how they allow their active, aspiring athlete to train in the home despite the mess using the hashtag “#BringIt”. For every story shared with @Bounty using this hashtag, Bounty will donate one dollar to the P&G Team USA Youth Sports Fund to help other aspiring athletes achieve their dreams.

“Whether she was shooting hockey pucks into the fireplace or skating around the house in her socks, Julie always found a way to push herself harder and of course, make a mess along the way,” said Miriam Chu, mother of Olympian Julie Chu. “I’m excited to team up with Bounty and hear from other moms out there how they green-light activities in the home that help ignite their child’s passions.”

Bounty’s “#Bring It” campaign is a part of a larger Procter & Gamble (P&G) program during the Sochi 2014 Olympic Winter Games, titled “Thank You Mom,” which not only highlights the everyday journey athletes take to get to the Games, but celebrates the moms like Miriam Chu, who helped get them there. Growing up as an aspiring hockey player, Julie experienced first-hand how a family’s support, especially a mom who celebrates the messes in life, can help any child achieve their dreams. Now, together with Bounty, the Chus want to help encourage and ignite the passions within a new era of Olympians.

“The path to athletic greatness truly starts in the home,” said Victoria Schooler, Communications Manager for Bounty Paper Towels. “Teaming up with this dynamic ‘Bring It’ duo is a true testament to how far a child can go if they are surrounded by a supportive, encouraging family.”

Moms across the country can join in the “Bring It” conversation and stay up-to-date on Julie’s progress by visiting Facebook.com/Bounty or Twitter.com/Bounty.

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