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Malaria No More Partners with Kimberly-Clark Corporation to fight malaria

Collaboration includes joint awareness campaign and malaria treatment donations

NEW YORK, June 26, 2014 /PRNewswire/ -- Global consumer products company Kimberly-Clark Corporation is partnering with nonprofit Malaria No More to reduce malaria deaths in Kenya. The partnership focuses on protecting the health of pregnant women and children, the two groups most vulnerable to malaria. This marks the first time Kimberly-Clark (K-C), maker of Huggies brand diapers and baby wipes, has partnered with a nonprofit on this issue.

On June 27th, the two organizations will launch a malaria awareness and education campaign called Mothers Against Malaria ("Wamama Dahidia Ya Malaria" in Swahili) at Nairobi's Westhouse. The launch will host top stakeholders in the malaria fight, including Kenyan government representatives, public health and private sector leaders, Kenyan celebrity campaign ambassadors, and mothers and young children; the program's target audience. The campaign in Kenya builds on Malaria No More's award-winning "NightWatch" program, which has been successfully implemented in other malaria endemic countries including Cameroon, Chad, Nigeria and Tanzania, where it's mobilizing people to take action and properly use mosquito nets and other life-saving tools to prevent and treat malaria.

"As the maker of one of the world's leading diaper brands, helping mothers and their children is a responsibility we take very seriously," said Gustavo Calvo Paz, President, Europe, Middle East and Africa at K-C. "Through partnerships like this, our Huggies brand can help provide mothers with the confidence they need to care for their babies, and can take important steps towards achieving K-C's mission - to lead the world in essentials for a better life."

Malaria is a mosquito-borne disease caused by a parasite. The 2013 World Health Organization Malaria Report estimates that nearly 630,000 people die of malaria annually. Through an expanded global effort to combat the disease, tremendous progress has been made - with a 54% decrease in the rate of child malaria deaths since 2000 in Africa, where 90% of malaria deaths occur. Despite progress, malaria still kills a child every minute. To help combat the disease's devastating effects, Kimberly-Clark is also donating 200,000 child malaria treatments to MNM's Power of One platform, which raises money to provide malaria tests and treatments to children in Africa.

"Malaria deaths are at an all-time low, but in order to ultimately win this fight we need the help of not only global leaders, but also innovative and committed private sector partners," said Martin Edlund, CEO of Malaria No More. "Our new partnership with Kimberly-Clark will allow us to expand our health-education efforts and deliver life-saving treatments to ensure the health of Kenyan moms and kids."

Additionally, the Huggies brand in Kenya will incorporate potentially life-saving educational messaging into brand-led activities and communication including countrywide roadshows, on-pack promotion, baby care informational leaflets provided at point of sale and hospital/antenatal clinic programs.

About Malaria No More

Malaria No More is determined to end deaths from malaria. We're helping the world get it done by engaging global leaders, rallying the public, developing innovative new approaches and delivering life-saving tools and education to families across Africa. Founded in 2006 by business leaders Ray Chambers and Peter Chernin, Malaria No More is working to create a world in which no one dies from a mosquito bite. For more information, please visit www.MalariaNoMore.org.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the Company's 142-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

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