

P&G and KidSport Canada Stand Up For Youth Sports

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P&G continues 'Proud Sponsor of Moms' program with investment in youth sport.

TORONTO, Feb. 16, 2012 /CNW/ - Today, Procter & Gamble (P&G), in partnership with the Canadian Olympic Committee, announced its sponsorship of KidSport Canada, a national not-for-profit organization that helps underprivileged kids participate in organized sports. This initiative is part of a global program through which P&G is showing its commitment to youth sport and helping inspire the next generation of moms of Canadian athletes.

"A great champion is not born overnight; it takes time, dedication and love and support," said Thom Lachman, President, Procter & Gamble Canada. "Moms give so much to see their children achieve their dreams and a helping hand for them can go a long way. This is why P&G is standing up for youth sports and partnering with KidSport Canada; it is our way of saying thank you mom."

KidSport Canada provides financial assistance for registration fees and equipment to underprivileged youth across the country. Through a confidential application process KidSport provides grants to some 60,000 children a year, so they can play a season of sport. P&G is committed to providing up to \$100,000 to help give Canadian youth access to sport, and also help raise awareness of the program through social media activities on the organization's Facebook page.

"We are more than thrilled to receive this donation from P&G," said Dawn MacDonald, Director, KidSport. "KidSport has helped more than 300,000 kids to date, and thanks to the strong partnership such as this one, we can continue to reach out to the Moms and families who need us most. Some of our kids aspire to be Olympic hopefuls one day, and they, and their families, need our support."

"We are pleased to partner with P & G on this important initiative that will see more children participate in sports and lead healthy, active lifestyles," said Canadian Olympic Committee President Marcel Aubut. "KidSport Canada is a wonderful organization and I applaud them for the outstanding work they do day after day with youth and Canada's future Olympians."

As part of its global "Proud Sponsor of Moms" program, P&G will honour the moms of Canada's Olympic and Paralympic teams by helping them attend the Olympic Games and see their children compete or stay connected to their children throughout the Olympic Games via technology. Moms, athletes and families will be able to find a "home away from home" at the Canada Olympic Games House on-site in London, and enjoy amenities like beauty treatments

and laundry services. For more information on P&G's Proud Sponsor of Moms programs, visit: www.pg.ca/moms.

ABOUT PROCTER & GAMBLE

Four billion times a day, P&G (NYSE:PG) brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

ABOUT KIDSPORT

KidSport™ Canada is a national non-profit organization that provides support to kids in order to remove the financial barriers that prevents them from playing organized sport. We believe that no kid should be left on the sidelines and all should have the opportunity to experience the positive benefits of being healthy and physically active.