

FOR IMMEDIATE RELEASE



PROCTER & GAMBLE BRINGS RELIEF TO RESIDENTS AFFECTED BY HURRICANE HARVEY WITH P&G PRODUCT KITS AND TIDE LOADS OF HOPE LAUNDRY SERVICES

- WHO:** Families, individuals and first responders in need of personal care items, cleaning products or laundry services in the wake of Hurricane Harvey.
- WHAT:** The Tide Loads of Hope Mobile Laundry Unit has been deployed to support relief and recovery efforts in the wake of Hurricane Harvey. The Tide Loads of Hope mobile laundry vehicle will begin services on Saturday, September 2nd, providing free full-service laundry to residents affected by the recent flooding. Residents can bring clothes (up to two loads per household) to be washed, dried and folded free of charge for those directly impacted by the hurricane. All washable clothing types can be accepted with the exception of heavy bedding. In addition, P&G will also be providing personal care kits containing items such as Secret deodorant, Crest toothpaste and Pantene shampoo as well as household cleaning products like Bounty, Mr. Clean and Swiffer.
- WHY:** P&G has a history of giving back to the communities where we live and work, and we want to provide everyday essentials to those who need it most to help bring a sense of normalcy in this time of need. These services are free and available to people affected by the disaster and the volunteers who are helping to respond.

Hurricane Harvey, still considered an active tropical storm, continues to threaten and devastate an extraordinary amount of homes and businesses. To date, Hurricane Harvey has already dumped more than 51 inches of rain on the Houston area in under 5 days. This is record setting for the most rainfall from tropical cyclone making landfall in the continental US. It is estimated that the storm impacted more than 450,000 people and that more than 30,000 will need temporary shelter.

- WHERE:** Starting on Saturday, September 2nd, the team will collect laundry from 9:00 AM – 5:00 PM CT at the Walmart below or until 100 loads are reached (two loads per household). The team will also be taking supplies directly out into the affected areas.

The Tide Loads of Hope mobile laundry unit will be located at:

Walmart
2401 TX-35 BUS
Rockport, TX 78382

****For the most up-to-date information on the fleet's location, please visit Tide's Facebook and Twitter channels at <https://www.facebook.com/Tide> or [@Tide](#).****

ABOUT TIDE LOADS OF HOPE: In 2005, P&G launched Tide Loads of Hope to provide much needed laundry services to families affected by Hurricane Katrina. Since that time, Tide Loads of Hope has washed more than 65,000 loads of laundry for more than 45,000 families impacted by disasters across the U.S. and Canada. The Tide Loads of Hope mobile laundry unit is outfitted with 12 high-efficiency Whirlpool Duet washers and dryers (six of each) with the capacity to do up to 100 loads of laundry a day.

BRANDS: Brands included in relief effort: Always, Bounty, Crest, Charmin, Dawn, Febreze, Ivory, Gillette, Mr. Clean, Olay, Old Spice, Oral-B, Pampers, Pantene, Secret, Swiffer, Tampax, Tide, and Venus.

PARTNER: P&G provides these services in partnership with Matthew 25: Ministries, an international humanitarian aid and disaster relief organization. More information can be found at www.m25m.org.

HELP: People across the community can help support Tide Loads of Hope by purchasing a Tide Loads of Hope vintage t-shirt or by donating directly at www.tideloadsofhope.com. \$4 from the sale of each tee goes toward helping families affected by disaster.