



Clorox® "Flushing" Campaign to Raise Money for the World Toilet Organization

Niecy Nash and Clorox Present "Flushing for a Cause" to Bring Awareness to the 2.6 Billion People Without Access to Flushing

Oakland, CA, June 23, 2010 - People taking the subway to Flushing, NY, today, may be in for a free ride and it's all part of a good cause - access to clean toilets worldwide - that many of us take for granted.

The Clorox® Family of Toilet Products has partnered with actress and host Niecy Nash and the World Toilet Organization (WTO) to launch "Flushing for a Cause," a campaign to help increase awareness of those with access to "flushing" and those without. The goal is to bring attention to the issue that nearly 40 percent of the world that does not have access to toilets¹ and to raise money for the WTO to aid its mission of making toilets accessible and affordable throughout the world.

Nash will launch the campaign today with an event at Grand Central Station where she will help distribute free subway passes to commuters heading to and from Flushing, NY. For every commuter ticket distributed, Clorox will contribute a like-for-like subway fare donation to the WTO, providing approximately 10,000 free rides and a donation of \$22,500.

Those outside of New York, can get involved in the campaign by visiting OdeToTheCommode.com and flushing the virtual toilet. For every flush, Clorox will make a donation to the WTO, up to \$10,000*.

"I am joining Clorox toilets and the World Toilet Organization because as a mother of three, it is shocking to me that every day water-related diseases claim the lives of 5,000 children under the age of five. That is roughly one child's death every 15 seconds². By using a little humor and giving free rides to Flushing, we can help remove the taboo of the toilet and do something to help change this," said Nash.

Taking Away the Taboo of the Toilet and Flushing to Save Lives

"We are celebrating everything about the toilet including highlighting the basic human right to have one. When we learned that 2.6 billion people worldwide didn't even have access to a toilet and that 2.2 million people die of water-borne disease each year³ - we knew we had to fight for people's right to potty" said Alice Warren, brand manager for the Clorox Family of Toilet Products. "We are honored to have Niecy and the World Toilet Organization as partners in raising awareness of this important issue."

The WTO is a global, non-profit organization committed to bringing health and dignity to everyone through clean toilets and sanitation. The WTO works to advance sanitation through advocacy for the 'toiletless', through sanitation education and training, and building capacity within communities in need to construct, sell and install safe, affordable latrines.

"People dislike talking about toilets, and what we do not discuss, we cannot improve. Projects that include some potty-humor like the 'Flushing for a Cause' campaign help the WTO to open a dialogue about sanitation and the devastating truth that billions of people around the world are living and dying without toilets," said Jack Sim, founder of the WTO. "We know in India people have more cell phones than toilets. It's a scary statistic when you think about the health implications and the fact that toilets affect every part of our lives. Sanitation keeps kids healthy and in school, it reduces adult illnesses and improves work productivity, and it can spur tourism and development. Toilets have a far greater payoff for a household than cell phone ownership, but we have to be as clever as cell phone companies when it comes to assisting communities in the developing world to market and distribute toilets."

For more information on the WTO, visit WorldToilet.org. For more information on the "Flushing for a Cause" campaign or the Clorox Family of Toilet Products and to join the effort by flushing the virtual toilet, visit OdeToTheCommode.com.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2009 revenues of \$5.5 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products; GreenWorks® natural cleaners; Brita® water-filtration systems; Glad® bags, wraps and containers; and Burt's Bees® natural personal care products. With approximately 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation

has awarded cash grants totaling more than \$77 million to nonprofit organizations, schools and colleges. In fiscal 2009, the foundation awarded \$3.6 million in cash grants, and Clorox made product donations valued at \$7.8 million. For more information about Clorox, visit www.TheCloroxCompany.com

* From June 2010 to June 2011

¹"2.6 billion people lack access to improved sanitation and over one billion simply defecate in open fields" .*Sanitation as a Key to Global Health: Voices from the Field*. 2010. United Nations University Institute for Water, Environment and Health (UNU-INWEH). Ontario CANADA

²*Living waterInternational: Water and Health* <http://www.water.cc/water-crisis/water-and-health/>

³UNEP Report, *Clearing the Waters: A Focus on Water Quality Solutions*. March 22, 2010

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