



Do You Know America's Most Inspirational Mom?

Lucille O'Neal Teams Up With Boys & Girls Clubs of America to Help Strengthen Families and Offer Three Full-Tuition Scholarships

Atlanta, Nov. 9, 2011 - Being a great mom is a full-time job. It requires long hours, patience and love, just to name a few qualities. Boys & Girls Clubs of America (BGCA) wants to highlight some exceptional moms. Do you know a mom who inspires you with her attitude or by getting involved in her local community? Perhaps she has defied the odds. Today, a nationwide search was launched by Lucille O'Neal, BGCA, its longtime partner [Kimberly-Clark Corporation](#) (NYSE: KMB) and University of Phoenix, to find and honor the country's "Most Inspirational Mom."

The search celebrates moms everywhere and gives three deserving moms the opportunity to pursue an undergraduate or master's degree from University of Phoenix, accomplishing their own educational goals, while also demonstrating for their children, firsthand, the importance of school. Winners will also receive a Kimberly-Clark back-to-school survival kit. Applicants can go to familyplus.bgca.org now through Jan. 19, 2012, to submit a 500-word essay on what makes them the Most Inspirational Mom. The search is designed to uncover a special mom who is an inspiration to her kids, family and community.

O'Neal, mom of legendary basketball player Shaquille O'Neal and alumni of BGCA and University of Phoenix, is an ambassador for the Family PLUS (Parents Leading, Uniting, Serving) program. "I'm a product of both the Boys & Girls Clubs and University of Phoenix so it's exciting to work with an organization like Kimberly-Clark that is willing to provide moms with a post-secondary opportunity through the Most Inspirational Mom search. Our hope is to help moms improve their lives and their families' lives through this program," said O'Neal.

The Most Inspirational Mom is part of a joint venture to implement family strengthening at Boys & Girls Clubs around the country. For the seventh consecutive year, Kimberly-Clark and BGCA are teaming up to provide the Family PLUS program at Clubs around the country. The Family PLUS initiative encourages local Boys & Girls Clubs to integrate family strengthening activities into their programming, in addition to hosting specific Family Nights to help parents learn and have fun together, further building a strong family dynamic. Currently some 2,000 Boys & Girls Clubs around the country are implementing the Family PLUS program into their curriculum.

"Boys & Girls Clubs are active community participants in strengthening and empowering adults in their roles as parents, guardians and caregivers," said Elaina Ouimet, director, family strengthening, BGCA. "In an ever-changing world, the long-term and steadfast support of Kimberly-Clark to the Family PLUS program, and to Boys & Girls Clubs of America, enables us to provide families with the resources they need to help children live productive lives."

The Most Inspirational Mom search will award three University of Phoenix scholarships (which also includes electronic educational materials). In addition to receiving a scholarship, all three selected moms will receive a Kimberly-Clark survival kit, which includes a one-year supply of its well-known brands such as Viva, Kleenex, Cottonelle and Huggies. After each applicant has submitted their 500-word essay, 15 finalists will be selected and highlighted on familyplus.bgca.org in February. Those finalists will submit a scholarship application with three short essays, and the recipients will be selected from the group of 15. The three Most Inspirational Moms will be announced the week of May 7, 2012.

University of Phoenix provides access to higher education opportunities that enable students to develop knowledge and skills necessary to achieve their professional goals, improve the productivity of their organizations and provide leadership and service to their communities. With courses available in the evenings and online, University of Phoenix is a perfect fit for working parents, or stay-at-home parents looking to refresh their skills before reentering the workforce.

For details on the Most Inspirational Mom search or to get additional information on Family PLUS, please visit: familyplus.bgca.org.

For more information on University of Phoenix scholarships, visit phoenix.edu/scholarships.

About Family PLUS

Family PLUS (Parents Leading, Uniting, Serving) is a comprehensive family strengthening strategy developed by Boys & Girls Clubs of America (www.bgca.org). Family PLUS allows Boys & Girls Clubs to partner with families, ensuring that parents and caregivers have the opportunities and assistance they need to better their children's lives. This initiative is generously supported by Kimberly-Clark Corporation (<http://www.kimberly-clark.com/>). To learn more about Family PLUS, visit <http://familyplus.bgca.org>.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, nearly 4,000 Clubs serve some 4 million young people through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native American lands throughout the country and on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun and friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Club programs promote academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at <http://bgca.org/facebook> and <http://bgca.org/twitter>.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - 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 No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 139-year history of innovation, visit www.kimberly-clark.com.

About University of Phoenix

University of Phoenix is constantly innovating to help students balance education and life in a rapidly changing world. Flexible schedules, challenging courses and interactive learning help students pursue personal and career aspirations without putting their lives on hold. As the flagship university of Apollo Group, Inc. (Nasdaq: APOL), University of Phoenix serves a diverse student population, offering associate, bachelor's, master's, and doctoral degree programs from campuses and learning centers across the U.S. as well as online throughout the world. For more information, visit phoenix.edu.