

Huggies Awards Four New No Baby Unhugged Grants to Support Hospital Hugging Programs and their Impact on Premature Babies

The grant program continues its mission to help every baby, including those in the NICU, get the hugs they need to thrive

DALLAS, Oct. 26, 2017 /PRNewswire/ -- Today, Huggies awards four hospitals with \$10,000 *No Baby Unhugged* grants to help support or establish volunteer hugging programs, which provide much-needed physical human interaction for newborns in neonatal intensive care units (NICU). These four recipients join an additional seven hospitals that received *No Baby Unhugged* grants earlier this year.



"We truly believe in the powerful impact that hugs and the human touch can have on babies' growth and development, especially for those born premature and in the NICU," said Giusy Buonfantino, president of Kimberly-Clark Baby and Child Care North America. "A cause close to our hearts, Huggies is continually committed to providing hospitals with the resources needed to help grow these programs, and ensure the babies who benefit from them thrive."

The four hospitals receiving grants in October include:

1. **Brigid's Path - Kettering, Ohio:** This grant will allow Brigid's Path to launch a new hugging program, which will be Ohio's first newborn recovery center for infants suffering from Neonatal Abstinence Syndrome.
2. **Children's Healthcare of Atlanta - Atlanta, Georgia:** Resources from the grant will support their expanding hugging program, which has seen an increase in volunteers. The hospital is also home to the "ICU Grandpa" who recently [gained notoriety](#) for his dedication to holding babies.
3. **Rush University Children's Hospital - Chicago, Illinois:** Funding from the grant will help supply additional mannequins for training new volunteers, printed educational materials, enhancements to the cuddler environment, and more.
4. **St. Vincent Healthcare - Billings, Montana:** The *No Baby Unhugged* grant will help launch a new volunteer hugging program and add another level of therapy care that focuses on education and addresses diversity amongst patient population.

"Brigid's Path is Ohio's first newborn recovery center for babies born drug-exposed and a place where the hugging program will have such a huge impact," said Jane Snyder, Director of Development, Brigid's Path. "This Huggies *No Baby Unhugged* Grant will help us maintain a volunteer program that focuses on hugging, cuddling and skin to skin contact for our NAS babies."

To be considered for the next round, interested hospitals are encouraged to fill out an application on the [Huggies website](#) by December 8, 2017, with the announcement to come in January 2018. For those interested in supporting the program, visit [Huggies.com/NoBabyUnhugged](#) to become a Huggies Rewards Member and in turn, Huggies will donate \$5 to support volunteer hugging program grants for hospitals.

About the Huggies Brand

Huggies believes deeply in the Power of Hugs. That's why every Huggies diaper and wipe is inspired by parents' hugs. For nearly 40 years, Huggies has been helping parents provide love, care and reassurance to help babies thrive. [No Baby Unhugged](#) is Huggies promise to ensure babies get the care they need to thrive - from innovative everyday products, growing hospital hugger programs and specially-designed products for the tiniest of babies, to diapers and wipes donations.

Huggies is the fastest growing diaper brand in hospitals and partners with NICU nurses to develop diapers and wipes that meet the specific needs of pre-term infants. For more information on the Huggies *No Baby Unhugged* program, visit the "Why Huggies?" page at Huggies.com.

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 Kimberly-Clark 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 positions in 80 countries. To keep up with the latest news and to learn more about the Company's 145-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

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