

February 6, 2014

## **Colgate-Palmolive and Children's Health Fund Partner for Black History Month to Inspire Americans to Honor Their Past and Treasure Their Health by Sharing Healthy Smiles to Support Children's Health and Wellness**

NEW YORK, NY - For the second straight year, in honor of Black History Month, Colgate-Palmolive will partner with Children's Health Fund to inspire Americans through its Honor Your Past, Treasure Your Health campaign.

From now through March 15, consumers will be encouraged to pay homage to their heritage and celebrate loved ones by sharing photos of children with happy, healthy smiles. To do this, they must upload a photograph using the hashtag #StartWithASmile via Twitter and Instagram. Visitors can also support the campaign through the Children's Health Fund Facebook page at Facebook.com/ChildrensHealthFund. For every photo shared on Instagram and Twitter, and for every post "liked" on the Children's Health Fund Facebook page, Colgate will donate \$1.00 to Children's Health Fund.<sup>[1]</sup>

"Our commitment to encouraging Americans to live a healthy lifestyle is part of our mission," said Carla Kelly, General Manager, U.S. Multicultural Marketing, Colgate-Palmolive. "Our partnership with Children's Health Fund reiterates our commitment to what we feel is the heart of America, our children. Connecting and sharing beautiful smiles and healthy families is a wonderful way to honor and treasure our history."

The donations raised through online participation will directly benefit the Children's Health Fund mission to provide healthcare to some of the nation's most disadvantaged children in rural and urban communities. With 50 mobile medical and dental clinics, the Children's Health Fund national network has brought healthcare services to 350,000 children to date.

"We are so pleased to once again partner with Colgate during Black History Month to celebrate healthy children and families through the sharing of treasured photos," said Karen Redlener, Executive Director of Children's Health Fund. "At Children's Health Fund, we believe that every child deserves the chance to be healthy and ready to learn, to grow up strong and happy. We are very grateful for the generous support from this campaign to help us to bring health care to more kids in need."

For more information on Colgate's *Honor Your Past, Treasure Your Health* campaign, visit [www.Colgate.com/Treasure](http://www.Colgate.com/Treasure).

### **About Colgate-Palmolive**

Colgate-Palmolive is a leading global consumer products company, tightly focused on oral care, personal care, home care and pet nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world, under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's website at [www.Colgate.com](http://www.Colgate.com). To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>.

### **About Children's Health Fund**

Founded in 1987 by singer/songwriter Paul Simon and pediatrician/advocate Irwin Redlener, MD, to bring healthcare to homeless children in New York City, today Children's Health Fund provides healthcare for children living in poverty across America. In addition to fixed-site clinics, Children's Health Fund supports a fleet of 50 mobile clinics, including dental and mental health vehicles that bring comprehensive healthcare to children in hundreds of locations across the country. Over the past 26 years, the organization has provided three million healthcare visits for disadvantaged children, often in places where doctors, dentists and other healthcare providers are in short supply. For more information about Children's Health Fund, visit [www.childrenshealthfund.org](http://www.childrenshealthfund.org).

### **REFERENCES**

[1] No purchase required. Purchase will not increase donation amount. Between January 30 and March 15, Colgate-Palmolive Company will donate \$1.00 to the Children's Health for every photo shared on Instagram and Twitter, and for every post Liked on the Children's Health Fund Facebook page, for a minimum donation of \$25,000 and a maximum donation of \$40,000.