Pampers Donates $100K to March of Dimes for World Prematurity Awareness Month

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From the smallest diaper to their softest diaper, Pampers reinforces commitment to the happy, healthy development of all babies

CINCINNATI--(BUSINESS WIRE)--Pampers, the #1 choice of U.S. hospitals, nurses and parents*, has donated $100,000 to the March of Dimes as part of its ongoing commitment to Prematurity Awareness Month. Preterm birth is a national health crisis, and funding will help support roughly 380,000 babies being born prematurely every year in the United States. For more than 40 years, Pampers has proudly partnered with NICU nurses to care for the specific needs of preemies.

“We’re proud to partner with Pampers, who shares in our belief that all babies deserve the best possible start in life,” said March of Dimes president Stacey D. Stewart. “It is thanks to generous donations and support like this from Pampers that March of Dimes is able to help millions of babies and their families. When we come together as a community, we can create solutions that support healthy moms and strong babies not just in November, but all year long.”

Pampers has always been committed to creating diapers that fit the needs of every baby – even the littlest fighters. Since 2002, Pampers has developed numerous innovations for premature babies, including diapers for micro-preemies, and a first-of-its kind flat diaper. From precious newborns to potty training toddlers, diapers are touching babies’ delicate skin nearly 24 hours a day, 7 days a week, which is why Pampers offers a range of products for babies at every age and stage. New Pampers Swaddlers with Heart Quilts is Swaddlers softest comfort ever and most premium protection. The Heart Quilts liner provides breathability and comfort that is 2x softer** while pulling wetness and mess away from the skin.

“From our smallest diaper to our softest diaper, all babies deserve to feel swaddled in comfort and love,” said Andre Schulten, P&G NA VP Pampers. “We’re proud to continue to support March of Dimes and all their efforts to raise awareness of preterm births.”

For more information about Pampers’ support of the March of Dimes, please like Pampers on Facebook or Instagram (@PampersUS). For details on the Pampers product range, please visit www.Pampers.com.

About Pampers®

For more than 50 years, parents have trusted Pampers to care for their babies. Pampers is a part of The Procter & Gamble Company (NYSE:PG) and is the #1-selling diaper worldwide. Every day, more than 25 million babies in 100 countries around the world wear Pampers. Pampers offers a complete range of diapers, wipes and training pants designed to provide protection and comfort for every stage of baby’s development. Visit www.pampers.com to learn more about Pampers products, join the Pampers Rewards program, and find ideas and information to help your baby get the most out of love, sleep and play.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit https://www.pg.com/ for the latest news and information about P&G and its brands.

About March of Dimes

March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs. For the latest resources and health information, visit our websites marchofdimes.org and nacersano.org. If you have been affected by prematurity or birth defects, visit our shareyourstory.org community to find comfort and support. For detailed national, state and local perinatal statistics, visit peristats.org. You can also find us on Facebook or follow us on Instagram and Twitter.
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