



Procter & Gamble
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FOR IMMEDIATE RELEASE

SECRET TO SPONSOR OLYMPIC GIRL GAMES

NEW YORK, Oct. 12, 2016 — Procter and Gamble announced today that its Secret brand will team up with Women’s Sports Foundation to launch Olympic Girl Games. The event will be held Saturday, April 16, 12 p.m. to 5 p.m. at 1802 65th St. Transverse in Manhattan’s Central Park. The games will promote young female involvement in athletics. Money raised via participant pledge drives and on sight donations will go towards providing direct financial assistance to aspiring young female athletes with elite potential.

WSF was founded in 1974 to advance lives of women and girls through sports and physical activity. The organization ensures girls access to sports by offering grants to provide assistance for coaching, specialized training, equipment and travel.

“The ability of girls and women to access sports is a fundamental right that has implications for an individual’s dignity, happiness, health, personal freedom and success,” said Deborah Slaner Larkin, CEO of the Women’s Sports Foundation.

The Secret brand was launched in 1956 and encompasses a line of deodorants and antiperspirants for women. The brand shares the same spirit of individuality, femininity and strength that the fearless women of WSF possess.

"Secret has been at the forefront of women’s lives for 60 years, giving them the support and confidence they need to face the most stressful situations,” said Janine Miletic, brand director for Secret.

(more)

The Olympic Girl Games will consist of real Olympic sporting events and competitions. Girls ages 8 to 16 will compete in tough but good natured competition in sports such as track and field, volleyball, badminton, soccer, cycling and more. Medals will be presented to winners of each event. Through this alliance, WSF will support aspiring female athletes via financial aid, as well as encourage communities to get young girls to be more active.

To register, go to www.womenssportsfoundation.com and click "Register: Olympic Girl Games" at the top right corner. The registration fee is \$15 per person, which includes a T-shirt for the day of the event. Print out the attached pledge form, and return it to the main tent on the day of the event once sponsors are determined. For more information, go to www.womenssportsfoundation.com/OlympicGirlGames or call 401-965-2797.

Secret Mission Statement

We share the same spirit of individuality, femininity and strength that these fearless women possess, and use it to continue innovating as a brand. Our goals will always be to provide excellent odor and wetness protection, be the best deodorant for sweating, and help women take on each day as fearlessly as they can.

Women's Sports Foundation Mission Statement

The Women's Sports Foundation was established in 1974 to advance the lives of women and girls through sports and physical activity. Our mission today - we are dedicated to creating leaders by ensuring girls access to sports. We provide financial fuel to aspiring champion athletes. We fund groundbreaking research. We educate. We advocate. And we help communities get girls active. Sure, there's a long way to go. But, it's gratifying to see our hard work make sure a difference.

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**BACKGROUND: *OLYMPIC GIRL GAMES*
October 2016**

Procter & Gamble

Procter & Gamble was launched in 1837 by William Procter and James Gamble in Cincinnati, Ohio, to manufacture and sell candles and soap. Since then P&G has become a giant in the arena of consumer goods including fabric care, home care, beauty care, baby care, family care, health care and snacks. The leading maker of household products in the United States, it has operations in nearly 80 countries around the world and markets its 300 brands in more than 160 countries.

During the 1850s, P&G's business grew rapidly. The company moved its operations to a bigger factory and employed about 80 people. The new location gave the company better access to shipping routes and stockyards where hogs were slaughtered.

In the early 1860s, P&G foresaw the impending scarcity of resources due to the Civil War. On the verge of the war, the sons of the founders traveled to New Orleans to buy mass supplies of rosin, on which P&G were heavily dependent. When wartime shortages forced competitors to cut production, P&G prospered and was able to supply the Union Army with soaps and candles.

After the war, P&G expanded and updated its facilities. In 1875 the company hired its first full-time chemist to work with James Gamble on new products. In 1878, P&G invented Ivory soap, one that was equal in quality to expensive soap, but which could be produced less expensively.

The success of Ivory and the ability of P&G to publicize its products through the use of national advertising enabled the company to grow rapidly. In the 1880s, there was labor unrest at many American companies, including P&G, which experienced a number of strikes and demonstrations. Thereafter, the company introduced innovative employee benefits such as Saturdays off and a profit-sharing plan in order to avert labor problems.

In 1915, P&G built its first manufacturing facility outside the United States, in Canada. The plant employed 75 people and produced Ivory soap and Crisco. Throughout the decade, the company became more innovative and created a market research department to study consumer preferences and buying habits, which was one of the first such organizations in the industry. Later, the brand management system began to take shape and created a marketing organization that provided more specialized marketing strategies for each P&G brand.

The company began research in 1945 on a women's antiperspirant product that would eventually be known as Secret. In 1956, Secret was originally introduced as a cream that was applied with fingers to the underarm area for odor control. It was the first deodorant made for, and marketed to, women. In 1958, Secret launched its first roll-on deodorant, with a spray following in 1964 and a solid stick version in 1978.

Secret's slogan, "Strong Enough for a Man, Made for a Woman," was created in the early 1970s, and grew to become one of Secret's most prominent advertising tag lines. It paralleled the principle that early product innovations were driven by: that men and women may have different needs when it comes to odor protection, but women should never have to compromise on efficacy.

The 1990's were an innovative time for Secret with the launch of Ultra Dry and Sheer Dry deodorants. In 1999 the brand introduced Platinum Soft Solid, the strongest over-the-counter form of odor protection available at the time. During this time, Secret launched relationship-marketing efforts directed at teens and their mothers to encourage self esteem in girls. The brand quickly jumped to the forefront of best deodorants for women.

Secret continues to introduce new scents in the US and Canada that provides women with new aromas to reflect their individuality. In 2007, Secret developed Secret Clinical Strength, the first product to deliver clinical strength wetness protection that can outlast a woman's day. In 2008, Secret was awarded the Allure's Editor's Choice Award.

P&G is committed to remaining a market leader in all categories and is one of the most aggressive marketers and largest advertiser in the world. Many innovations that are now common practices in corporate America, such as extensive market research, the brand-management system and employee profit-sharing programs, were first developed by P&G. Fortune ranked P&G #17 among the "World's Most Admired Companies" and #1 in the soaps and cosmetic industry.

We will provide branded products and services of superior quality and value that improve the lives of the world's consumers. As a result, consumers will reward us with leadership sales, profit, and value creation, allowing our people, our shareholders, and the communities in which we live and work to prosper.

Women's Sports Association

The Women's Sports Foundation was founded in 1974 by Billie Jean King, American former World No. 1 tennis player. Located in San Francisco, King's goal was to advance the lives of women and girls through sports and physical activity. At that time, few opportunities existed for women to compete in college athletics, and there was virtually no media coverage of the few competitive opportunities.

In 1977, the first grant programs were established by WSF. Since then, more than \$8 million in cash grants and scholarships and \$42 million in educational materials and services has been provided to individuals, teams and grassroots organizations. The programs include GoGirlGo!, Sports 4 Life and Travel & Training.

The Travel & Training Fund was launched in 1984 as a grant program that provides direct financial assistance to aspiring female athletes with elite potential. Travel & Training grants allow serious female athletes a chance to fulfill their potential on the regional, national or international level through assistance for coaching, specialized training, equipment, athletic attire and/or travel. In 2012, 31 Travel & Training recipients competed at the Olympic & Paralympic Summer Games. Eight of these recipients went on to win Team USA medals.

GoGirlGo! is WSF's landmark educational program that was launched in 2001. It works across the country to keep elementary, middle and high school girls involved in physical activity and to improve the health of sedentary girls. WSF gets girls moving by supporting programs and organizations through hands-on curriculum, grant program and networking opportunities. The curriculum has reached close to one million girls and provided more than \$5.6 million in funding to girl-serving organizations.

To increase participation and retention of African-American and Hispanic girls in sports, WSF launched its national grant program, Sports 4 Life, in 2014. A WSF report illustrated that African-American and Hispanic girls are hit by both gender and race disparities in sports. Girls in these demographics are less likely to play sports than boys and less likely to play sports than their Caucasian peers. The annual grant can be used for coaching, curriculum, equipment, uniforms, transportation, facility rent and tournaments, all while fostering the Sports 4 Life benefits: leadership, self-esteem, confidence and perseverance.

"Our programs help shape healthy bodies, sound minds and aspirations for success on the fields, in the classrooms and in the boardrooms across the country," said Deborah Slaner Larkin, CEO of the Women's Sports Foundation.

Our mission today - we are dedicated to creating leaders by ensuring girls access to sports. We provide financial fuel to aspiring champion athletes. We fund groundbreaking research. We educate. We advocate. And we help communities get girls active. Sure, there's a long way to go. But, it's gratifying to see our hard work make sure a difference.

Olympic Girl Games

Procter & Gamble's Secret brand will sponsor Olympic Girl Games, a charitable sporting event dedicated to promoting young female involvement in athletics, on Saturday, April 16, 12 p.m. to 5 p.m. The event will be held at 1802 65th St. Transverse in Manhattan's Central Park. Money raised via participant pledge drives and on site donations will benefit the Women's Sports Foundation and go towards providing direct financial assistance to aspiring young female athletes.

The Olympic Girl Games will consist of real Olympic sporting events and competitions. Girls ages 8 to 16 will compete in tough but good natured competition in sports such as track and field, volleyball, badminton, soccer, cycling and more. Gold, silver and bronze medals will be presented to winners of each event.

American soccer goalkeeper Hope Solo shares the same spirit of strength, fearlessness and femininity that the women of WSF possess. This is why she was picked by WSF to be the face of Olympic Girl Games and to coach the participants through some of the events. Solo is a two-time Olympic gold medalist and World Cup champion. She has been goalkeeping for the United States women's national soccer team since 2000 and is regarded as one of the top female goalkeepers in the world.

"Sports are a birthright, and we must use our voice to advocate for equality in sports for every girl and woman. The Women's Sports Foundation speaks out for equal opportunities for female athletes around the world and promotes female leadership in all areas of sports," said Solo.

To register, go to www.womenssportsfoundation.com and click "Register: Olympic Girl Games" at the top right corner. The registration fee is \$15 per person, which includes a T-shirt for the day of the event. Print out the attached pledge form, and return it to the main tent on the day of the event once sponsors are determined. For more information, go to www.womenssportsfoundation.com/OlympicGirlGames or call 401-965-2797.

Support the Cause

Since Title IX, an equal opportunity in education act, there has been growth in the number of women who participate in sports, receive scholarships and benefit from increased budgets. The general perception is that girls now have equal opportunities in all areas of athletics, which is inaccurate.

By age 14, girls are dropping out of sports at two times the rate of boys. College and professional sports continue to provide unequal funding for women. Paying men more for playing the same sport gives women less incentive to push themselves further and discourages them from continued participation in the sport. Gender inequality still exists in high school, collegiate and

professional sports. Even though female students make up 57 percent of college student populations at NCAA schools, they have 63,241 fewer participation opportunities than their male counterparts. At the high school level, girls have 1.3 million fewer opportunities.

Lack of physical education in schools and limited opportunities to play sports in both high school and college mean girls have to look elsewhere for sports, which may not exist or may cost more money. In cases where there are opportunities for girls, they are often subjected to play on less adequate playing facilities than their male counterparts.

As girls grow up, the quality level of their sports experience may decline. In addition to inadequate playing facilities, the availability of qualified, trained coaches may be lacking in their community, as well. Equipment and uniforms are not funded equally for girls and boys playing the same sports. Eventually, girls' ability to grow and enjoy the sport can diminish, causing many to drop out.

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FACT SHEET: *OLYMPIC GIRL GAMES*
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Women's Sports Association

- Founded by Billie Jean King in 1974
- CEO Deborah Slaner Larkin
- WSF's first grant programs were established in 1977
- More than \$8 million in cash grants and scholarships have been provided to individuals and teams
- WSF's "Sports 4 Life" program serves 40 organizations to continue to grow sports participation for girls
- Newbridge Ave, East Meadow, NY 11554, email: anaylor@wsf.org

Procter & Gamble

- Founded in 1837 by William Procter and James Gamble
- 1 P&G Plaza Cincinnati, OH 45202
- Leading maker of household products in the United States
- Secret brand launched in 1956 was the first antiperspirant made for women
- CEO David S. Taylor
- Extensive market research and brand management system were developed by P&G
- #5 ranking on Fortune's "Global Most Admired Companies"

Need For Full Access In Female Sports

- Girls still have 1.3 million fewer opportunities in sports at the high school level than their male counterparts
- Only 25 percent of the nation's girls are getting the appropriate levels of physical activity
- One in three girls is sedentary, while the other gets no more than thirty minutes of physical activity a week
- Girls still receive \$190 million fewer scholarship dollars annually when they play college sports
- There is a lack in adequate playing facilities for girls
- By 14, girls are dropping out of sports at two times the rate of boys

(more)

Olympic Girl Games

- Saturday, April 16, 2017, 12 p.m. to 5 p.m.
- 1802 65th St Transverse in Manhattan's Central Park
- Pledge forms are to be submitted at Women's Sports Foundation tent
- Olympic medals, food, vendors, family fun
- American soccer goalkeeper, Hope Solo, to host the event
- All proceeds benefit the Women's Sports Foundation
- To register, go to www.womenssportsfoundation.com

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**WOMEN'S
SPORTS
FOUNDATION**

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Deborah Slaner Larkin
CEO

Deborah Slaner Larkin was appointed as CEO of Women's Sports Foundation in 2014 after more than 30 years of executive experience in corporate, government and nonprofit leadership. Larkin focused in promoting civil rights, women's leadership and gender equality.

Larkin served as WSF's second executive director from 1986 to 1992. During her time in this position, Larkin commissioned a research team to conduct a national study to explore the educational, social and health benefits of high school-aged athletes by sport.

Larkin currently serves on the boards of the National Women's Law Center, My Sisters' Place, SUNY Purchase, Federation Employment & Guidance Service and Aspen Institute's Project Play. She holds a bachelor's degree from the University of Oregon and an MBA degree in marketing from the University of Maryland.

Larkin was a multi-sport athlete who still competes in United States Tennis Association leagues and tournaments. In recognition of her service to WSF, Larkin received the Billie Jean King Contribution Award in 1999.

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David S. Taylor
President and CEO

David S. Taylor has been chairman of the board of The Procter & Gamble Company since July 1, 2016, and chief executive officer and president since November 1, 2015. Taylor is responsible for P&G's professional business unit, which sells directly to large hotels, restaurants, airports, care homes, industrial facilities and retail chains.

Taylor has been with P&G since 1980 in various roles. He served as president of global family care of Procter & Gamble Co. from July 1, 2005 to 2007. He also served as vice president of north america family center at Procter & Gamble Co. from 2003 to July 1, 2005. He has five years of experience outside the US and assignments in baby, beauty, and family care.

Earlier in his career, Taylor was vice chair of the Greater China Quality Brand Protection Committee, a collaboration between top companies and the Chinese government. He served on the board of Directors for Feeding America for eight years, including two years as board chair. He continues to serve as a member of the Cincinnati Freestore Foodwork. In addition, Taylor is a member of the Board of Visitors at Duke University's Fuqua School of Business.

Taylor graduated from Duke University in 1980 with a bachelor's degree in engineering. He is a member of the Board of Visitors at Duke University's Fuqua School of Business.

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The following are suggested communications “talking points,” which may help guide your conversations about Olympic Girl Games and its dedication to promoting girl’s athletics nationwide.

- Procter & Gamble will team up with Women’s Sports Foundation to launch Olympic Girl Games
 - Located at 1802 65th St Transverse in Manhattan’s Central Park
 - Saturday, April 16, 2017, 12 p.m. to 5 p.m.
- Olympic Girl Games is a charitable sporting event dedicated to promoting young female involvement in athletics and providing direct financial assistance to aspiring female athletes
- Events will consist of real Olympic sporting events and competitions. Girls ages 8 to 16 will compete in tough but good natured competition in:
 - track and field
 - volleyball
 - badminton
 - soccer
 - cycling
- Olympic Girl Games will be sponsored by Procter & Gamble’s Secret brand
 - P&G is a giant in the arena of consumer goods and the leading marketer of household products in the United States
 - Secret is the first antiperspirant made for and marketed to women
- Secret’s mission is to provide excellent odor and wetness protection to help women take on each day as fearlessly as they can
- American soccer goalkeeper, two-time Olympic gold medalists and World Cup champion, Hope Solo, will be hosting the event
 - Goalkeeper for the United State women’s national soccer team since 2000
 - Regarded as one of the top female goalkeepers in the world

- Money raised via participant pledge drives and on sight donations will benefit the Women's Sports Foundation
 - Women's Sports Foundation's is dedicated to ensuring girls access to sports
 - Provides financial fuel to aspiring champion athletes, funds research, educates and advocates
- Gender inequality still exists in high school, collegiate and professional sports
 - Female students make up 57% of college student populations at NCAA schools, but have 63,241 fewer participation opportunities in sports than their male counterparts
 - At the high school level, girls have 1.3 million fewer opportunities in sports than their male counterparts
 - In many cases where there are opportunities for girls, they are subjected to play on less adequate playing facilities
- WSF programs that are benefited from proceeds of event include
 - GoGirlGo!
 - Sports 4 Life
 - Travel & Training
- To register, go to www.womensportsfoundation.com
 - Click "Register: Olympic Girl Games"
 - The registration fee is \$15 per person