

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

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Subject: the ad*itive Creates Awareness Campaign to Fight Childhood Hunger for Colgate-Palmolive in Partnership with Share Our Strength

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**Online Contest to Support Summer Feeding Programs in Select U.S. Cities
Coincides with Mother's Day**

New York, NY, May 1, 2009 the ad*itive, a cultural marketing communications company with a foundation built by working with Fortune 500 companies, has created an awareness campaign focused on childhood hunger for client Colgate-Palmolive, in partnership with Share Our Strength®. To coincide with Mother's Day, Colgate launched a campaign to raise awareness of childhood hunger featuring an online contest to support summer feeding programs to select cities in the U.S. - starting with just a click of a mouse. Over 12.6 million children in the U.S. are at risk of experiencing hunger. While many at-risk children receive food through federal, school-based feeding programs, about 80% of these kids do not receive regular meals during summer vacation. Feeding programs supported by Colgate and Share our Strength® help to ensure that these children continue to receive free, nutritious meals.

"One in every six children in America suffers from uncertain access to the healthy, nutritious foods they need," said Carla Kelly, GM, Multicultural Marketing, Colgate-Palmolive. "Colgate is proud to support the mission of Share Our Strength® to increase and facilitate children's access to nutritious foods. We encourage consumers to join the fight against childhood hunger in the U.S. by going online and participating in Colgate's 'Share Mom's Love' contest.

This Mother's Day, share mom's love and help to end childhood hunger by visiting www.colgate.com/sharemomslove. Registered users will be eligible to vote online for their local participating city. Children in each of the 10 participating cities will benefit from support from Colgate and Share our Strength® as part of this campaign. The three cities to receive the most online votes by 12:00pm May 10, 2009 will receive funding for a summer feeding program. Contest supporters will also be invited to enter for a chance to win a get-away trip, plus celebration dinner for two hosted by a spokesperson for Palmolive dish liquid, B. (Barbara) Smith or Charytin Goyco. For full prize details, please see the official rules.

"Children who do not receive proper nutrition year round are more likely to experience hospitalizations, suffer from weaker immune systems and have impaired academic performance. Sadly, less than 10% of children eligible for summer feeding programs participate," said Pat Nicklin, Managing Director, Share Our Strength®. "Colgate's generous support and its 'Share Mom's Love' contest will generate awareness of childhood hunger and the importance of summer feeding programs. This campaign will

also help nourish children across the U.S., allowing them to return to school healthy and ready to learn."

About Colgate-Palmolive Company

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, 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 web site at www.Colgate.com.

About Share our Strength

Share Our Strength® is the leading national organization working to make sure no kid in America grows up hungry. We weave together a net of community groups, activists and food programs to catch children at risk of hunger and ensure they have nutritious food where they live, learn and play. We work with the culinary industry to create engaging, pioneering programs like Share Our Strength's Taste of the Nation®, Share Our Strength's Great American Bake Sale®, Share Our Strength's A Tasteful Pursuit®, Share Our Strength's Great American Dine Out®, and Share Our Strength's Operation Frontline®. Visit www.Strength.org.

About the ad*itive

the ad*itive is a cultural marketing communications company. Over its 9 year existence, the ad*itive has built its foundation by working with several Fortune 500 companies including Coca-Cola, Reebok, Converse, Volkswagen of America, and more. the ad*itive's current clients include the truth® campaign, American Legacy Foundation, YUM! Brands International (KFC), and Colgate-Palmolive.

For more information contact:

Monroe Blakes

the ad*itive

mblakes@ad-itive.com