



*Every Girl Can  
Make a Difference!*

*Playtex*

Alex's Lemonade Stand

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**EVERY GIRL CAN MAKE A DIFFERENCE: PLAYTEX® GENTLE GLIDE® TAMPONS  
AND ALEX'S LEMONADE STAND FOUNDATION  
ENCOURAGING THE ACCOMPLISHMENTS OF YOUNG WOMEN**

**Making a Stand:** As a provider of products that make a difference in the lives of women, Playtex® Gentle Glide® is inspired by the difference Alexandra Scott made by raising more than \$900,000 for pediatric cancer research during her brief life. Family, friends and supporters continue her legacy, raising millions of dollars for Alex's cause. That's why Playtex Products, Inc. is partnering with Alex's Lemonade Stand Foundation and encouraging young women nationwide to join the fight against pediatric cancer and make a difference of their own.

**Every Cup Matters:** The goal of "Every Girl Can Make a Difference" is to raise money and awareness for pediatric cancer research. "Every Girl Can Make a Difference" hopes to see as many as 500 teams across college campuses or other institutions this spring participating in fund-raising efforts. Young women nationwide will raise money to support Alex's Lemonade Stand Foundation by hosting lemonade stands in towns and on college campuses across the United States to fight childhood cancer one cup at a time. Playtex Products, Inc. will match the funds raised up to \$75,000.

**More Juicy Details:** Nationwide at neighborhood lemonade stands; visit [www.girlsmakeadifference.com](http://www.girlsmakeadifference.com) to register to host a lemonade stand, find out how you can host your own lemonade stand, locate a lemonade stand in your community, or make a contribution.

**Spring into Action:** Online registration begins March 1 and organizers are urged to host their stands between March 20th and April 30th.

**Awards for Wonderful Women:** Any group or person who raises over \$1,000 will have a lemon tree planted in their honor. In keeping with the spirit of the campaign, all proceeds will fund a special Young Investigator grant for a promising young female researcher in childhood cancer.

The funds raised through the Playtex “Every Girl Can Make a Difference” campaign will support a Young Investigator award to a promising young female physician. This award is designed to encourage young female researchers to pursue careers in childhood cancer research – an investment in the future of childhood cancer research.

**About Alex’s  
Lemonade Stand  
Foundation:**

Alex’s Lemonade Stand Foundation was started by Alexandra “Alex” Scott, a pediatric cancer patient. In 2000, at the age of four, she opened her first lemonade stand to raise money for pediatric cancer causes, specifically research into a cure. Since that time, she held an annual lemonade stand in her front yard and inspired others to donate money to her cause. After fighting her own battle with cancer for more than seven years, she died peacefully at home in August 2004. At the time of her death, she had raised more than \$900,000 for pediatric cancer research at only eight-years-old. As of January 2006, Alex’s Lemonade Stand Foundation has raised more than \$5 million for childhood cancer research.

**About Childhood  
Cancer:**

Cancer is the leading cause of death from disease among children in the United States. Approximately 10,000 new cancer cases are expected to occur among children aged 0-14 in 2005. Alex had neuroblastoma, an aggressive form of childhood cancer that affects the sympathetic nervous system, which occurs in approximately seven percent of childhood cancer cases.

**About Playtex®  
Tampons:**

For over 37 years Playtex® has been a trusted brand in the lives of women, helping them to pursue their activities and passions and live life to the fullest. The Maker of Playtex® Tampons is committed to making women feel comfortable and confident, helping every young woman be the best she can be.

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