



Contact Information

INSERT YOUR NAME
INSERT YOUR PHONE
INSERT YOUR E-MAIL

INSERT NAME OF LOCAL ORGANIZATION Holds Local Lemonade Stand To Help Recognize the Power of Confident Young Women to Make a Lasting Mark

Joins "Every Girl Can Make A Difference" Campaign and Alex's Lemonade Stand Foundation in the Fight against Childhood Cancer

[City, State, Month, Date, Year] – Inspired by the story of a little girl with cancer who ignited a national fundraising movement to find a cure, [organization name] is participating in the "Every Girl Can Make a Difference" campaign created by Playtex Products, Inc., the maker of Gentle Glide®, in partnership with Alex's Lemonade Stand Foundation. In this area, the lemonade stand will take place on [date] at [location name, address], from [starting time to ending time].

The partnership encourages young women nationwide to join the fight against pediatric cancer. And the campaign reinforces one simple message for all young women: a confident women can accomplish anything she sets her mind to. Through the "Every Girl Can Make a Difference" campaign Playtex Products, Inc. hopes to see as many as 500 lemonade stands across college campuses and other institutions this spring to help Alex's Lemonade Stand Foundation achieve its goal of raising \$25 million over the next five years.

[Insert event details and activities planned.]

Playtex Products, Inc. will recognize every stand that raises a minimum of \$1,000 by planting a lemon tree in honor of the girl(s) who organized it and will also match funds raised during the "Every Girl Can Make a Difference" campaign up to \$75,000. In keeping with the spirit of the campaign, all proceeds will fund a special Young Investigator grant for a promising young female childhood cancer researcher. Young Investigator grants enable new researchers and physicians to pursue promising research in the fight against pediatric cancer.

"We hope that the "Every Girl Can Make a Difference" campaign will inspire young women to make meaningful strides in their lives with confidence and the knowledge that individuals can make a powerful difference," said Liz Scott, Alex's mom.

Alex's Lemonade Stand Foundation was founded in 2000 by Alexandra "Alex" Scott, a pediatric cancer patient who opened a lemonade stand on her front lawn to raise money for pediatric cancer causes, specifically research into a cure. During the next four years, Alex held an annual lemonade stand and inspired others to donate money to pediatric cancer research, raising \$900,000 for childhood cancer research before she passed away peacefully at her home in August 2004. Her parents, Liz and Jay Scott, are continuing the fight against pediatric cancer in Alex's memory and helped organize more than 3500 lemonade stands in 2005, raising over \$3.5 million. The spirit has extended to a handful of college campuses in recent years, a trend "Every Girl Can Make a Difference" hopes to make much more widespread.

“[Insert local quote – why you’re holding the stand and what you hope to achieve.],” said [inset name, title.]

For more information about how to become a part of the Playtex® Gentle Glide® “Every Girl Can Make a Difference” campaign (March 20 – April 30, 2006) and for tips on how to build a lemonade stand, visit girlsmakeadifference.com.

[About Your Organization]

Fill in information about your organization.

About Playtex Products, Inc.

Playtex Products, Inc. is a leading manufacturer and distributor of a diversified portfolio of Feminine Care, Infant Care and Skin Care products, including Playtex® Gentle Glide® Tampons, Playtex infant feeding products, Diaper Genie, Banana Boat, Wet Ones and Playtex gloves.

About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation began in July 2000 when four-year-old Alex Scott, who had been diagnosed with cancer shortly after her first birthday, opened her first lemonade stand in order to raise money for childhood cancer research. In August 2004, Alex passed away. But, Alex's Lemonade Stand Foundation remains active and resolute to see little Alex's vision through. The foundation continues to raise funds and encourage and educate others to raise money for childhood cancer by holding their own lemonade stands. Several businesses have taken notice of the organization. For more information about Alex's Lemonade Stand Foundation, visit the current site, alexslemonade.org.

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