



*Every Girl Can
Make a Difference!*

Playtex

Alex's Lemonade Stand

MEDIA ALERT

[INSERT NAME OF LOCAL ORGANIZATION] HOLDS LOCAL LEMONADE STAND TO JOIN NATIONAL "EVERY GIRL CAN MAKE A DIFFERENCE" CAMPAIGN

*Event to Benefit Alex's Lemonade Stand Foundation
in the Fight against Childhood Cancer*

WHAT: [Organization Name] will host a local lemonade stand on [date] at [location name, address], from [starting time to ending time].

Moved by the story of Alex Scott, 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.

Through "Every Girl Can Make a Difference" the maker of Playtex Products, Inc. hopes to see as many as 500 lemonade stands across the country this spring helping Alex's Lemonade Stand Foundation achieve its goal of raising \$25 million over the next five years.

WHY: As a provider of products that make a difference in the lives of women of all ages, Playtex Products, Inc. believes a confident women can accomplish anything she sets her mind to. Inspired by the difference Alex Scott made through her contributions to pediatric cancer research, Playtex Products, Inc. is encouraging young women to make a difference too.

WHO: [Name of organization]

WHEN: [Weekday, Month, Date, Year, from starting time to ending time]

WHERE: [Insert press event location, address with cross streets and include parking and/or security details, as well as alternative rain location]

CONTACT: To schedule an interview about the "Every Girl Can Make a Difference" campaign with a local spokesperson, please contact: [Insert your name, phone number(s) and e-mail].

For more information about the Playtex® Gentle Glide® and the "Every Girl Can Make a Difference" campaign (March 20 – April 30, 2006), visit girlsmakeadifference.com.