



*Every Girl Can  
Make a Difference!*

*Playtex*

Alex's Lemonade Stand

**Contacts:**

Jody Waller  
Stanton Crenshaw Communications  
646-502-3577  
jwaller@stantonctrenshaw.com

Ligia Richter  
Alex's Lemonade Stand Foundation  
610-649-3034  
ligia@alexslimonade.com

**Recognizing the Power of Confident Young Women to Make a Lasting Mark**

*Playtex® Gentle Glide® Tampons Knows "Every Girl Can Make A Difference" and  
Partners with Alex's Lemonade Stand in the Fight against Childhood Cancer*

WESTPORT, CT, FEBRUARY 2, 2006 – Inspired by the story of a little girl with cancer who ignited a national fundraising movement to find a cure, Playtex Products, Inc., the maker of Gentle Glide® Tampons, is partnering with Alex's Lemonade Stand Foundation for the "Every Girl Can Make A Difference" campaign. The partnership encourages young women nationwide to join the fight against pediatric cancer. The campaign reinforces one simple message for all young women: you can make a difference and effect change, even if it is just one cup of lemonade at a time.

"As a provider of products that make a difference in the lives of women, Playtex believes a confident woman can accomplish anything she sets her mind to," said Julie Elkinton, Vice President of Marketing, Feminine Care, Playtex Products, Inc. "We are inspired by the difference Alex Scott made through her contributions to pediatric cancer research and are encouraging other young women to make a difference too."

"Every Girl Can Make a Difference" 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. Beginning March 1<sup>st</sup>, participants are urged to register at [www.girlsmakeadifference.com](http://www.girlsmakeadifference.com), where they can find suggestions on creating an attention-getting lemonade stand and learn more about the activities of their peers. They can also follow fundraising leader boards at the Web site. Playtex® Gentle Glide® Tampons will recognize every group or young woman that raises a minimum of \$1,000 by planting a lemon tree in her honor 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.

“We were so moved by the story of Alex Scott that our campus chapter has elected to hold at least one lemonade stand every semester,” said Meghan Gaffney, member of Gamma Sigma Sigma National Service Sorority at LaSalle University. “We hope other young women will join us in the fundraising effort so inspiring children like Alex have a better shot at fighting cancer.”

To further encourage young women to spring into action, the campaign will kick-off on the first day of spring, March 20, and run through April 30, 2006. Star participants will be announced May 2006.

For more information about how to become a part of the Playtex® Gentle Glide® Tampons “Every Girl Can Make a Difference” campaign and for tips on how to build a lemonade stand, visit [www.girlsmakeadifference.com](http://www.girlsmakeadifference.com).

#### 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 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, [www.alexlemonade.org](http://www.alexlemonade.org).

###

---

---