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Henkel Helps Create! Kids' Art Contest

Vote online at www.HenkelHelps.com for your favorite budding artist

SCOTTSDALE, Ariz., September 28, 2009 – Henkel, one of the country's largest marketers of household brands, including Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners, Loctite® adhesives and Right Guard® antiperspirants, has announced the top 25 finalists in four age categories in the Henkel Helps Create! Kids' Art Contest, and it's now time for the public to vote.

Henkel, a Fortune Global 500 company dedicated to making people's lives easier, better and more beautiful with its brands and technologies, launched the Henkel Helps Create! Kids' Art Contest in August 2009. Children ages 2-18 were invited to dig into their crayon boxes, watercolor palettes and art supplies to depict their unique visions for creating a better world, and to upload their creations into the virtual art gallery at www.HenkelHelps.com for a chance to win travel awards and cash prizes.

Artistic submissions will be judged by online visitors and celebrity judges, who include contemporary artist Romero Britto, *Fancy Nancy* author Jane O'Connor, Sotheby's Auction House Print Specialist Courtney Booth, and Anelle Miller, Director of the Society of Illustrators.

Review all of the entries and vote for your favorite artist. The artist in each category with the most online votes will receive \$500 towards art supplies. The top four winners in each category selected by the celebrity judges will win a trip to New York to display their artwork at the Society of Illustrators and Museum of American Illustration on November

5, 2009. Full contest rules are available on the Henkel Helps Web site at www.henkelhelps.com.

Social Responsibility

Henkel has a special focus on helping children and donates more than \$1 million annually for employee volunteer projects that benefit children and young people all over the world. The Henkel Helps Create! Kids' Art Contest is an extension of the 2008 "Henkel Helps" Schools program, where deserving schools from all over America wrote in to tell how Henkel could improve their school. After receiving hundreds of entries and thousands of public votes, Henkel awarded \$25,000 to Aplington-Parkersburg High School (A-P), Parkersburg, Iowa.

About Henkel

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit www.henkelna.com for more information.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend." In fiscal 2008, Henkel generated sales of \$20.8 billion and adjusted operating profit of \$2.1 billion.

About Henkel Helps Create! Kids' Art Contest

HenkelHelps.com invites children to submit their artwork in four categories by age: Budding Artists (ages 2-5), Creative Kids (ages 6-9), Crafty Creators (ages 10-13) and Talented Teens (ages 14-18). Children are encouraged to use any arts and crafts tools at their disposal to put their visions on paper, and may also include a short caption with their artwork. Entries must be submitted by a parent or legal guardian and may be uploaded in JPG file format at www.HenkelHelps.com. Vote now and every day until

Sept 30. No purchase necessary. Void where prohibited. Contest is open to legal residents of the 50 United States who are 18 years of age or older.

To learn more about the Henkel Helps Create! Kids' Art Contest, please visit www.HenkelHelps.com, join our group on [Facebook](#) and follow the latest contest news on Twitter @[HenkelHelps](#).

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