



## Press Release

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### Henkel brightens the season for the Village for Families & Children

**ROCKY HILL, Conn., January 5, 2010** -- Henkel helped make the holiday season a bit brighter for the children of the Village for Families & Children, Inc., a Hartford-based non-profit human services agency. Henkel, headquartered in Rocky Hill, Conn., purchased new coats, hats, and mittens for 45 children of the Village. Henkel also gave each child a toy and provided the food for the Village's December 18 holiday party. Henkel employee and part-time professional "Santa Claus," Bill Niedbala, dressed in his full Santa uniform, passed out the toys and apparel to the children, ages 2 to 13. Henkel is the maker of Loctite® adhesives, Dial® soaps, Purex® laundry detergents, and Right Guard® antiperspirants.

"When the Village approached me last year to donate my Santa services for their holiday children's party," Niedbala said, "I was so impressed with the organization that I decided to ask my employer, Henkel, to help contribute to the event. I was pleasantly surprised with Henkel's quick agreement to provide funds for pizza and gifts. Henkel again proved the company's generosity by donating more than \$4,000 toward this year's party."

For 200 years the Village for Families & Children, Inc. has been serving children and families in the greater Hartford region since 1809. A preeminent not-for-profit mental health/human services agency in the State of Connecticut, the Village continues its commitment to build a community of strong, healthy families who protect and nurture children. The agency's community-based services are comprised of three core programs: *Placement and Permanency* (adoption, foster care and family preservation), *Treatment*, and *Family and Community Support*. For more information about the Village, please visit [www.villageforchildren.org](http://www.villageforchildren.org).



## **Henkel in North America**

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](http://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 14,131 million euros and adjusted operating profit of 1,460 million euros.

**Photos are available at [www.henkelna.com/press](http://www.henkelna.com/press).**

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