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HENKEL HELPS CREATE! KIDS' ART CONTEST LAUNCHES NATIONWIDE

Henkel Invites Children to Share their Artistic Visions for a Sustainable World at
www.HenkelHelps.com

Rocky Hill, Conn., August 3, 2009 – The search for fun, innovative activities for kids during the dog days of summer is over. Henkel, a Fortune Global 500 company dedicated to making people's lives easier, better and more beautiful with its brands and technologies, today announced the launch of the Henkel Helps Create! Kids' Art Contest. Children ages 2-18 are 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 the Henkel 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.

"At Henkel, we're thrilled to launch this exciting new contest for our youngest friends, who see the world as one that they can help shape and improve and are the catalyst for making our world a better place," said Natalie Violi, Director, Corporate Communications. "The Henkel Helps Create! Kids' Art Contest is a perfect opportunity for children to illustrate and share how they would create a sustainable future, and for Henkel to showcase their innovative efforts nationwide."

Immediately following the contest submission period, the Henkel Celebrity Judges will evaluate the entries by age group to select four Grand Prize winners. The winners will win a trip to New York City in November for an art gallery event showcasing their submissions at the renowned Society of Illustrators and a cash prize of \$1,000 to be used toward their future education. HenkelHelps.com will also invite consumers to vote on finalists to determine four Voter's Choice Winners who will be awarded \$500 each toward the purchase of art supplies. All Grand Prize and Voters Choice Winners will be announced on the contest Web site on October 8, 2009.

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](#).

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. Submissions will be accepted from August 2, 2009 through September 13, 2009 at 11:59:59 pm Eastern Time. 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.

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