



**Mr. Pritt & Six-Year-Old Contest Winner Celebrate by Making Donation to  
The Boys & Girls Clubs of Toronto**  
***Pritt Glue Contest Asked For Favourite Everyday Celebration Tips***

Mississauga, ON (August 12, 2009) – Believing that it's just as important to celebrate the small everyday achievements as it is to celebrate the bigger celebrations like holidays and birthdays, Pritt Glue and the Henkel Corporation recognized the ongoing great work of The Boys & Girls Clubs of Toronto at their Unity Day at The Toronto Zoo today. The Pritt Glue team provided contest winners Terri Oswald and her six-year-old daughter Sierra, of Mississauga, Ontario, with the chance to help Mr. Pritt, the Pritt Glue mascot, present the clubs with a \$2,500 cheque in front of 1,425 members.

“We know that it's important for families to celebrate the small successes and we recognize the tremendous impact The Boys & Girls Clubs of Toronto make in the everyday lives of Toronto children,” said Marcelo Orchon, Senior Category Manager Adhesives - Canada, Henkel Corporation, maker of Pritt Glue sticks. “We decided to times the cash value of the prize in our recent It's Natural to Celebrate with Mr. Pritt! Contest by five – representing the five digits of an outstretched helping hand – and provide little six-year-old Sierra and her mom with an opportunity to make a \$2,500 donation to help other children her age.”

A national survey conducted by Angus Reid Strategies on behalf of Henkel® Pritt® Glue sticks earlier this year showed that 81 per cent of Canadians believe that getting a good test score, learning a new song on the piano or a new dance step deserve to be celebrated as much as a birthday or major holiday. Yet, the survey found that more than 46 per cent of Canadians believe that they don't recognize and celebrate everyday achievements enough, and the majority (53 per cent) admit that they just don't think of it.

In response to this, Pritt Glue launched a national contest to ask Canadians to share their favourite way to celebrate the simple successes. Terri and Sierra won the contest by sharing their tips:

It's important to stop and celebrate all the simple things in life and create cherished memories. We create simple cards and notes that we put on the fridge, in briefcases, lunch bags and school bags, even on bed pillows and car seats to remind each of us how special we are and how much we love each other! We used Pritt Glue to create a scrapbook that celebrated Sierra's first Christmas baking experience.

“We're so excited to have Mr. Pritt, the Pritt Glue team and Terri and Sierra with us today as we celebrate Unity Day,” said Janice Simmons, Manager Early Years Programs & Services, Boys and Girls Club of East Scarborough and organizer of Unity Day. “We are thrilled they could join our Toronto clubs today and appreciate their recognition of the work we do to enrich the lives of Toronto children every day.”

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## **Mr. Pritt & contest winner donate \$2,500**

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#### **It's Natural to Celebrate with Mr. Pritt!**

Just who is Mr. Pritt™ and why does he want to celebrate naturally?

“Mr. Pritt is our glue stick mascot that children around the world have grown to love and recognize as the only glue stick that is completely natural,” said Mr. Orchon. “Our patented formula is based on starch, a natural plant product, making it more than 90 per cent renewable and 100 per cent safe for children and families to use when crafting school projects and family memories. Mr. Pritt glue sticks are celebrating their 40<sup>th</sup> birthday this year, but Mr. Pritt knows how important it is to celebrate every day.”

The Oswalds won a “*Mr. Pritt Party for No Reason, Every Day is Worth Celebrating*” *Ultimate Party Planning Prize Package* which includes the services of celebrity professional party planner, \$500 for a party and a visit from Mr. Pritt with loot bags for partygoers.

#### **Pritt Glue Sticks**

Henkel invented the glue stick in 1969 after studying the “twist-up ease” and convenience of lipstick tubes. Forty years later, Henkel has sold more than 1 billion glue sticks in 121 countries, distinguishing Pritt as a true worldwide brand and the world leader. In fact, in March 2001, Russian Cosmonaut Yury Usachev, Commander of the International Space Station, personally tested Pritt glue products. Upon rigorous daily use under zero-gravity and other extreme conditions of space, Pritt was officially awarded the exclusive seal of “Space Proof Quality.”

Pritt Glue Sticks are the only stick glue products that are renewable; they are made from a formula derived from starch, a natural plant extract. They contain no oil-based glue components, unlike other PVP and PVA glue sticks. The special airtight glue tube is made from recyclable material, which lengthens the glue life and reduces waste as it can be recycled again. Pritt Glue sticks are safe for your home, your cherished projects and the earth – they are non-toxic, solvent-free, acid-free and made in a reduced-emissions plant. Most importantly, Pritt Glue Sticks work; they provide a stronger bonding that is accurate, glides on easy, prevents wrinkling and lasts longer. Unlike other glue sticks, the special snap-lock cap ensures freshness and a shelf life of up to three years if used and closed properly. Pritt Glue sticks are available at Staples, Zellers and select grocery and stationary retailers across Canada.

#### **About Henkel**

“Henkel – A Brand like a Friend.” Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel, a Fortune Global 500 company, operates in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In North America, Henkel markets a wide range of well-known consumer and industrial brands, including Dial® soap, Purex® laundry detergent, Right Guard® antiperspirants, got2b® hair gels, LePage® and Loctite® adhesives. In fiscal 2006, Henkel generated sales of 12.740 billion euros or 17.634 billion Canadian dollars. More than 50,000 employees work for Henkel worldwide. People in approximately 125 countries around the world trust in brands and technologies from Henkel.

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