



## News Release

**The Procter & Gamble  
Company**  
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**FOR IMMEDIATE RELEASE**

### **JANE LYNCH HELPS CHARMIN® CHOOSE THE KING OR QUEEN OF THE GO NATION AT THE CHARMIN RESTROOMS®**

*The Five Go Nation Finalists Compete for the \$50,000 Grand Prize*

NEW YORK, NY (December 29, 2010) – Today, Procter & Gamble’s [NYSE: PG] Charmin will be hosting the culminating event of a two-month nationwide search to find the Charmin Go Nation King or Queen of the Throne. To help Charmin choose between the five finalists, Jane Lynch will officiate over the competition and announce the winner of the \$50,000 prize. The Charmin Go Nation King or Queen will preside over the Charmin Restrooms for the last few days of 2010, sharing their Charmin enthusiasm by greeting and welcoming visitors and their families to New York City.

“I always enjoy a little healthy competition during the television awards season, but I’m looking forward to being on the judging side of this competition today,” says Lynch, who was just nominated for best supporting actress at next month’s Golden Globe Awards for her role in Glee. “I know what each finalist is going through and can’t wait to see the look on the winner’s face when I announce the King or Queen of the Charmin Go Nation!”

The finale competition is broken out into two rounds. The first round consists of 10 bathroom trivia questions, where each correct answer is worth 10 points. The final round consists of three physical challenges worth 10 points each, including: a Charmin stacking competition, a Charmin tossing competition and a Charmin mummy competition. The finalist with the most points will be deemed the King or Queen of the Charmin Go Nation, and will be the recipient of the \$50,000 prize.

“What better way to celebrate the New Year than by encouraging healthy competition and awarding one deserving person with a wonderful prize,” said Charmin brand manager, Jacques Hagopian. “This announcement will culminate another successful holiday season for the Charmin Restrooms, providing an incredible bathroom experience where everyone can ‘enjoy the go’ for the fifth consecutive year.”

The Charmin Go Nation Contest launched on October 18<sup>th</sup> with a nationwide search to find one representative from each state or district to compete for the chance to be

crowned King or Queen of the Charmin Restrooms in New York City. The state representatives were announced on November 23<sup>rd</sup>, and have since been competing in a series of challenges to earn points. The five finalists who have earned the most points and are competing in the finale competition are Iris Hill from Alabama, Erica Cicero from Arizona, Jenny Haskell from Maine, Justin Berkobien from Michigan, and Melissa Young from Pennsylvania.

The Charmin Restrooms are located at 142 West 42<sup>nd</sup> Street near Times Square between 6<sup>th</sup> and Broadway and are open to the public seven days a week from 10:00a.m. – 9:00p.m. through December 31<sup>st</sup>. They will be open until 3pm on New Year's Eve and closed on Christmas Day.

Help Duracell power the New Year! New Yorkers and tourists alike are invited to pedal specially-designed Power Rovers to generate energy that is then captured and stored in batteries to light up the 2011 numerals during the official ball drop celebration on New Year's Eve in Times Square. Come down to the Duracell Smart Power Lab in the Times Square Visitor Center or visit the Mobile Smart Power Lab and jump on one of our special Power Rovers to share your energy. Follow Duracell on Facebook at [www.facebook.com/duracell](http://www.facebook.com/duracell) to get exclusive information on where the Mobile Smart Power Lab will be throughout the holiday season.

For more information about the Charmin Restrooms, visit [EnjoytheGo.com](http://EnjoytheGo.com).

### **About Charmin**

Charmin has been America's most popular toilet paper for more than 25 years. In the U.S., P&G offers Charmin Ultra Soft and Charmin Ultra Strong - premium two-ply toilet paper; Charmin Basic - a one-ply toilet paper; Charmin Sensitive - with gentle and soothing lotion with a touch of aloe & E; and Charmin Freshmates - flushable moist wipes. For more information on Charmin, visit <http://www.charmin.com/>.

### **About Procter & Gamble**

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 135,000 employees working in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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