



Press Release

April 21, 2026

all® free clear Teams Up with U.S. Soccer Legend Alex Morgan to Recognize the Real MVPs: Most Valuable Parents

As an Official Laundry Partner of U.S. Soccer, all® free clear and Alex Morgan are inviting parents to share how mindful choices help empower their young athletes for a chance to win \$5,000



CAPTION: Alex Morgan, U.S. Soccer Legend, chooses all® free clear laundry detergent for a game-winning clean she can feel good about (courtesy of all® free clear)

Stamford, CT – With soccer dominating the cultural conversation this year, [all® free clear](#) – a detergent that is 100% free of dyes and perfumes, and an Official Laundry Partner of U.S. Soccer – is joining forces with U.S. Soccer legend Alex Morgan to celebrate the behind-the-game MVPs of any soccer team: the parents.

Parents of young athletes are often the ones holding it all together, continually making smart, intentional choices for their families amid their busy lives. To celebrate these efforts, the brand and Alex Morgan are launching the **all® Most Valuable Parents (MVP) Sweepstakes**.

Starting April 21, 2026 at 10 a.m. ET through 11:59 p.m. ET on May 21, 2026, parents and guardians of kids currently participating in organized youth soccer teams can share how the everyday, conscious decisions they make for their families – such as being mindful of the ingredients in the products they choose, including all® free clear laundry detergent – support their future soccer stars. Participants will be entered into a random drawing for a chance to be one of three Grand Prize winners or one of 25 First Prize winners.

Three (3) Grand Prize Includes:

- \$5,000 to support soccer expenses for your child

- Autographed Alex Morgan official U.S. Soccer ball
- all® free clear laundry products to help keep jerseys game-day ready

(25) First Prize Includes:

- Autographed Alex Morgan official U.S. Soccer ball
- all® free clear laundry products to help keep jerseys game-day ready

How to Enter: Make sure your Instagram account is set to public and that you follow [@all laundry](#), then upload a photo or video sharing some of the intentional choices that you make to help support your family, incorporating #allMVPgiveaway in the caption (150 words or less). Whether it's balancing screen time with practice time and homework or trying to keep snacks and meals healthy when on the go, we want to hear all about your stories and efforts. To learn more about the sweepstakes and to read the Official Rules* visit [allMVPsweeps.com](#).

Intentional Living in Action:

"My journey wouldn't have been possible without the support of my parents – they are my MVPs," said Alex Morgan. "Being a mother has made me realize how the small, conscious choices we make for our families have big impact, both on and off the field. That's why I reach for all® free clear on laundry day. It is 100% free of dyes, perfumes and parabens and fights stains and odors while being gentle on our skin. It's a powerful clean I can feel good about."

Offering a complete lineup of detergent, softeners and dryer sheets, all® free clear is Alex Morgan's go-to laundry detergent for everyday wins. For more tips on how she masters her family's daily routines with mindful choices, check out <https://www.all-laundry.com/alex-morgan-tips.html>.

"Entering into an exciting partnership with an inspirational voice like Alex Morgan allows the all® brand to recognize the ongoing efforts of parents who keep their families going through the everyday hustle and bustle," said Julia Galotto, Vice President of Marketing at Henkel. "With just essential ingredients, all® free clear champions laundry day, giving families a powerful and reliable clean so they can stay focused on the moments that matter."

This partnership builds on a broader commitment from Henkel to expanding access to soccer and growing the sport in communities nationwide, inspiring the next generation of players and leaders. all® free clear is devoted to this commitment and is proud to announce a \$5,000 donation to the [Alex Morgan Foundation](#) which aims to help girls and women find confident paths forward in sport and in life. For more information and program updates, fans can follow along on Instagram ([@all laundry](#)).

**No purch nec. 50 US/DC, 18+/age of maj., parent/legal guardian of a child 18 or younger upon registration/enrollment of a U.S. based organized youth soccer team/league and is an active member of such team/league as of 4/20/26. Ends 5/21/26. Rules/elig: allMVPsweeps.com.*

About all®

Sold in the United States, all® free clear has been a recognized leader and laundry partner for generations. Its portfolio of laundry care products includes concentrated liquid and single dose pac detergents, as well as liquid and sheet fabric softeners. all® free clear detergent is the #1 recommended detergent brand by dermatologists, allergists and pediatricians for sensitive skin. Follow all® on Instagram @all_laundry, on TikTok @alllaundry and Facebook @alllaundry.

About Henkel in North America

Henkel's portfolio of well-known brands in North America includes all®, Purex® and Persil® laundry detergents, Snuggle® fabric softeners, Dial® soaps, Schwarzkopf® hair care, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of about 6.1 billion US dollars (5.4 billion euros) in 2025, North America accounts for 26 percent of the company's global sales. Henkel employs more than 7,000 people across the U.S. and Canada. For more information, please visit www.henkel-northamerica.com and on X [@Henkel_NA](https://twitter.com/Henkel_NA).

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