



Press Release

September 17, 2026

Henkel celebrates the passion for soccer with U.S. National Team promotions and chances to win exciting prizes, including signed jerseys by soccer legend, Alex Morgan

- **As both Men's and Women's National Teams return to action following the successful summer of soccer, Henkel is rewarding passionate fans with the chance to win a range of U.S. Soccer prizes**
- **Henkel's iconic brands Persil®, göt2b®, Dial®, Loctite®, and all free clear®, are all coming together to award winners with the ultimate Henkel sample box**

ROCKY HILL, Conn., As soccer fans eagerly anticipate the return to the field of the U.S. Men's and Women's National Teams this fall, Henkel has tapped into this excitement by launching a consumer promotion to give fans the chance to win exciting prizes.

Launching on September 16, and running until November 13, 2026, soccer fans have the chance to win a range of highly sought after items including:

Signed U.S. Women's National team jerseys, U.S. Soccer balls, and hats, from Alex Morgan, U.S. Soccer Legend, a two-time World Cup Champion, with 224 appearances and 123 goals for her country. The fan promotion connects Henkel's partnership with Alex Morgan, with the focus on growing the game of soccer together. This collaboration is reflected by the release of Alex Morgan's inspiring ['Letter to a Soccer Nation'](#), in partnership with Henkel, in the spring of 2026.

Excited fans will also be able to enter for the chance to win the ultimate Henkel product sample boxes, to help them be game-day ready. Featuring Henkel's iconic brands: Persil® and all free clear® laundry detergents, göt2b® hair products; Dial® bar, bodywash and hand soap products, and Loctite® adhesives, the innovative products will help fans win – on and off the field.

Bringing the fun to the fans, this fall, Henkel will be hosting immersive experiences at two high-profile match-ups, to energize fans to cheer on their national team.

- October 3 (Glendale, AZ), U.S. Men's National Team v Mexico
- October 10 (Washington DC), U.S. Women's National Team v Spain

At both matches, fans will enjoy engaging and interactive brand experiences to learn more about Henkel and the breadth of the portfolio of brands.

"2026 has been a passionate year for soccer, and Henkel is excited to build on the excitement for the fans of U.S. Men's and Women's National teams. Henkel's Winning Starts at Home soccer campaign is all about how our well-loved brands such as Dial, all free clear, Persil, göt2b and Loctite support fans in their everyday lives, empowering them through everyday rituals that inspire game-day readiness. Through our U.S. Soccer partnership, we're delighted to launch consumer promotions to support fans as they roar on their national teams and favorite players," said Jenny Schiavone, Vice President Corporate Communications, Americas at Henkel. "The soccer community inspires us as we look to build the next generation of fans, players, and coaches"

The sweepstakes program will be activated across digital and social media, and fans can enter at: <https://henkelsoccersweeps.com>

Entry period is through September 16- November 13.

NO PURCHASE NECESSARY. Void where prohibited and outside US. US only, 18+ (19+ in AL/NE).

Promotion Ends November 13

Rules + entry: henkelsoccersweeps.com.

Henkel's U.S. Soccer fall promotions build on its existing programs that underpin its U.S. Soccer partnership, with a focus to improve access to the game of soccer by creating moments of community, inclusion and opportunity:

- [Henkel is working with U.S. Soccer and the American Youth Soccer Organization \(AYSO\)](#) to expand access to the game through free youth clinics. Alongside Henkel's community equipment drives that provide needed gear and [the Dial® Clean Sheet program supporting classrooms nationwide](#) - these efforts create opportunities for kids to play, grow and thrive on and off the field.
- In support of the future generations of soccer, a portion of Henkel's U.S. Soccer partnership investment directly supports:
 - Resources at the new state-of-the-art Arthur M. Blank U.S. Soccer National Training Center. Opened in May 2026 just outside of Atlanta, the Federation's new headquarters serves as the home to its 27 National Teams and the hub for soccer in America
 - U. S. Soccer's Young Male and Young Female Player of the Year Award through donations to support a charity of each winner's choice

Henkel's partnership with U.S. Soccer is its first-ever portfolio partnership, where a range of its more than 30 popular brands in North America, promote the U.S. Men's and Women's National Teams, as well as the Youth and Extended National Teams.

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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