



## all® and Snuggle® Create a Dirt-Free Dugout Experience at Little League Baseball® World Series

*Official Laundry Products of Little League® Clean Up in Williamsport, Pa. for Fourth Year in a Row; Peanuts Gang also on Hand for Game Opening Pitch, Pictures and Prizes*

**WILTON, Conn. (Aug. 17, 2016)** – Little Leaguers®, parents and baseball fans will experience a lot more than just the thrill of the game at this year’s annual Little League Baseball® World Series, occurring August 18-28. As the Official Laundry Products of Little League® for the fourth straight year, all® laundry detergent and Snuggle® fabric softener are creating the Dirt-Free Dugout Experience, a high energy on-site consumer activation filled with fun games, great prizes, personalized victory dances, and much more.

Little League parents know there is no prouder moment than seeing their star player slide into home plate or catch the game-winning ball. But the post-game laundry clean-up can be a definite challenge for even the most devoted baseball mom or dad who struggles to get dirt and grass stains out of their kid’s uniform. That is why families trust all® detergent to fight the toughest Little League® stains and whiten and brighten uniforms, and Snuggle® fabric softeners to leave uniforms soft and smelling fresh.

“There’s a real sense of pride kids bring to these games as they give their all for their hometown team, and no brand understands this sense of pride more than all® and Snuggle®. So we’re proud to do our part to be sure they look and feel their best every time they step onto the field,” said Lora Van Velsor, vice president of marketing for the all® brand.

“We can’t think of a better way to demonstrate our commitment to families and their laundry needs than through our partnership with Little League Baseball® World Series, and that includes washing every player’s uniform with all® and Snuggle®.”

Located in the Family Fun Zone on-site near the Howard J. Lamade Stadium, the Dirt-Free Dugout will feature a variety of laundry and baseball themed activities. Attendees will be able to play games like the Sock Grab and share their best “Victory Dance” – captured by a slow-motion camera – on their social media using #DirtFreeDugout. They can also earn points for fun prizes like Dirt-Free Dugout pins, Snuggle Bears, and coupons for free all® and Snuggle® product. Everyone’s favorite brand mascot, the iconic Snuggle Bear, will be on hand to host, take pictures and meet-and-greet guests.

In conjunction with the all® brand’s sponsorship of Peanuts Kids Everywhere, Pigpen, the world’s most famous dirty kid, will be escorted to the pitcher’s mound by Snoopy, America’s favorite beagle, to throw out the ceremonial first pitch of the 11:30 a.m. game on August 23. During the series, the Charlie Brown’s All-Stars experience, also located in the Family Fun Zone, will allow fans to snap pictures with Pigpen, Snoopy and the rest of the Peanuts gang using green screen technology. Fans will also have the chance to win Peanuts prizes, including limited edition all® and Pigpen baseball pins, and collectible Peanuts figurines.

Attendees can pre-register for a Dirt-Free Dugout wristband at [llbws.org/register.htm](http://llbws.org/register.htm). For additional details about all® and Snuggle® at the Little League Baseball World Series visit [llbws.org/familyfun.htm](http://llbws.org/familyfun.htm).

### About all® Laundry Detergent

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all® brand provides an incredible clean at an incredible value for all your family’s needs. The all brand has your detergent needs covered with liquids, single dose pacs and powders in a choice of sizes and variants, including all® free clear, the number one detergent recommended by dermatologists, allergists and pediatricians for sensitive skin. With all® mighty pacs® for simplicity and added convenience, and all® OXI providing extra strength to

tackle the worst dirt and stains the first time - it's all good®! all® laundry detergent is manufactured by The Sun Products Corporation. For more information, visit [www.all-laundry.com](http://www.all-laundry.com) or [www.facebook.com/allLaundry](https://www.facebook.com/allLaundry).

#### **About Snuggle®**

As a leader in the fabric conditioning category for more than 30 years, the Snuggle® brand has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Recognized by its iconic Snuggle Bear, which was created by Jim Henson's Creature Shop, birthplace of The Muppets and Sesame Street puppets, the Snuggle® brand offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and scent boosters. Snuggle® is manufactured by The Sun Products Corporation and is available at major retailers including most food, drug, mass, club and dollar stores. For more information, visit [www.snuggle.com](http://www.snuggle.com) or [www.facebook.com/snuggle](https://www.facebook.com/snuggle).

#### **About The Sun Products Corporation**

The Sun Products Corporation, headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of approximately \$2 billion, the Company's portfolio of products are sold under well-known brands that include all®, Snuggle®, Wisk®, Sun®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America. For more information visit: [www.sunproductscorp.com](http://www.sunproductscorp.com).

#### **About Little League Baseball and Softball**

Little League Baseball and Softball is the world's largest organized youth sports program, with more than 2.4 million players and 1 million adult volunteers in every U.S. state and scores of other countries.

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