



## **all® Sponsorship of Peanuts® Kids Everywhere Moves Into High Gear In Advance of Blockbuster Peanuts Movie**

*Brand's Multi-Year Partnership Continues this Fall with New CGI TV Spots and National Consumer Promotion*

**WILTON, Conn. (September 28, 2015)** – all® laundry detergent announced today that it is launching a new television commercial featuring the iconic Peanuts characters reimagined in modern day computer generated imagery (CGI) by Blue Sky Studios. As a continuation of the partnership between America's trusted premium laundry brand and the Peanuts Gang, and ahead of the highly anticipated Peanuts Movie due in movie theaters in early November, the campaign will include a national consumer promotion that will run online and in-store with multiple retailers across the U.S.

This commercial and promotion follow the initial launch this year of an integrated campaign featuring the world's most famous dirty kid, Pig Pen, and Charlie Brown, Lucy, Linus and Snoopy in the brand's national television, print, digital advertisements, social activations, and public relations programs.

"We could not be happier with our Peanuts partnership, and this next phase of the campaign is particularly exciting as the premiere of the movie gets closer," said Lora Van Velsor, vice president marketing. "For the blockbuster Peanuts movie, Fox/Blue Sky Studios has reimagined the Peanuts characters in modern day CGI. And our new television advertising is doing the same for an even more engaging way to bring the benefits of all® laundry to life for moms and letting kids be kids."

The TV campaign consists of a [15-second](#) spot and [30-second](#) long-form video showcasing all® laundry's ability to fight tough kid stains. In a special appearance as "The Great Houdini", Snoopy demonstrates the stain-lifting power of all laundry detergent on Pig-Pen, transforming him into a clean kid.

The national consumer promotion that runs through November 15 will offer consumers \$5 off one ticket to The Peanuts Movie with the purchase of \$10 worth of any all® laundry products in one transaction. To receive the \$5 certificate, consumers can submit their receipt via text or email to ([code@allpeanutsmovie.com](mailto:code@allpeanutsmovie.com)) or upload via the program website, [www.allpeanutsmovie.com](http://www.allpeanutsmovie.com). Then proceed to [www.allpeanutsmovie.com](http://www.allpeanutsmovie.com) and enter the validation code to receive one e-Movie Cash Certificate to use toward the purchase of a ticket to The Peanuts Movie.

In addition, retail partner Target will also support the campaign by providing consumers with custom, "Peanuts all-o-ween"-themed pumpkin carving stencils. These exclusive stencils will be available online at [Target.com/alloween](http://Target.com/alloween) for a limited time. Consumers are encouraged to share their Peanuts pumpkin creations on social media with hashtags #peanutsmoviepumpkin and #ad for a chance to receive an all® laundry coupon. Retail partners Albertsons and its various banners will also be supporting the campaign by offering consumers who buy three participating products, including any all® laundry products, a free Peanuts themed Trick or Treat bag at check out.



all® and Snuggle®, who are the Official Laundry Products of Little League®, returned to Williamsport, PA for the third consecutive year last month. As a Proud Sponsor of Peanuts® Kids Everywhere, all® promoted the new partnership at the Little League World Series with the all® and Peanuts® Movie Premiere Experience. . Attendees were invited to become part of the Peanuts® gang virtually through Green Screen Technology and had the opportunity to take a photo with Snoopy on-site after he threw the first pitch in one of the series' games.

For more information and to follow along, visit at [facebook.com/allLaundry](https://facebook.com/allLaundry), [twitter.com/all\\_laundry](https://twitter.com/all_laundry), and on [all-laundry.com](https://all-laundry.com).

#### **About all®**

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all® brand provides an incredible clean at a great value for all your family's needs. The all® brand has your detergent needs covered with compact powder, concentrated liquids, and single dose pacs in a choice of sizes and variants. It also has the #1 Recommended Detergent by dermatologists, allergists, and pediatricians for sensitive skin, all® free clear. all® laundry detergent is manufactured by The Sun Products Corporation. For more information, visit [www.all-laundry.com](https://www.all-laundry.com) or [www.facebook.com/allLaundry](https://www.facebook.com/allLaundry)

#### **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](https://www.sunproductscorp.com).

#### **ABOUT Peanuts Worldwide**

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family.

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