



## **Sun Products Hosts Advance Screening of New Peanuts Movie for Underprivileged Children in Bowling Green, KY**

*all<sup>®</sup>, Sun Products' Premium Laundry Brand, is the Official Detergent of the World's Most Famous Dirty Kid*

**WILTON, Conn. (Nov 4, 2015)** – The Sun Products Corporation is rolling out the red carpet tomorrow, November 5, in Bowling Green, KY to host an advance screening of the new blockbuster Peanuts Movie in 3D. Guests will include underprivileged children from the Potters Children's Home, the Boys and Girls Club and Big Brothers Big Sisters, who as well as viewing the movie will each receive free concessions. The screening will take place at Regal Cinemas 12 at Great Escape Ct in Bowling Green. Guests will begin arriving around 4:15pm, and the movie will start at 5pm. Altogether there will be over 250 attendees.

"We are delighted to bring Pigpen and the rest of the Peanuts Gang to Bowling Green for a special showing of the new movie", said Terry Walsh, Plant Director, Sun Products, Bowling Green. "At Sun Products, we make everyday lives better, not only through the products we make, but through our active role in the communities where we live and work. We have a strong commitment to giving back and supporting as many community events as possible. We hope that this special evening will bring enjoyment to children in Bowling Green, who may not otherwise have the opportunity to see the movie."

Sun Products supports numerous community programs focused on health, education and family welfare through employee volunteerism, as well as through monetary and product donations of laundry and dish care products.

As mom's trustworthy partner in the battle against her kid's toughest stains, all<sup>®</sup> laundry detergent announced earlier this year that it had teamed up with the Peanuts Gang on a multi-year marketing campaign. The partnership brings together America's premium laundry brand and one of the nation's most iconic properties. Moms affectionately admit that their kids can sometimes be 'little Pigness', making this loveable (but dirty) character the ultimate laundry challenge and the embodiment of all<sup>®</sup>'s ability to fight tough kid stains.

As part of the campaign, all<sup>®</sup> is offering consumers \$5 off one ticket to The Peanuts Movie with the purchase of \$10 worth of any all<sup>®</sup> laundry product in one transaction. Program details are on a dedicated website: [www.allpeanutsmovie.com](http://www.allpeanutsmovie.com)

### **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<sup>®</sup>, Snuggle<sup>®</sup>, Wisk<sup>®</sup>, Sun<sup>®</sup>, Surf<sup>®</sup>, and Sunlight<sup>®</sup>. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America, with manufacturing plants in Bowling Green, KY and Salt Lake City, UT. For more information visit: [www.sunproductscorp.com](http://www.sunproductscorp.com).

### **About all<sup>®</sup>**

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all<sup>®</sup>

brand provides and incredible clean at an incredible 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 for sensitive skin. 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)

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