

**P&G Teaches Children Personal Hygiene on Hand Washing Day**  
*...Donates Safeguard Soap to Ogun State Government*

**Lagos, Nigeria, 15 October, 2014:** Procter and Gamble (P&G) Nigeria, leading consumer goods manufacturing company, is promoting health and hygiene management, through its brand, Safeguard, among Nigerian children and has tasked Nigerians to imbibe good hygiene habits as a means of improving their health.

The company made the call at the workshop, organized for over 100 children from select schools in Lagos by P&G and its partner, Save the Children International and other stakeholders, as part of the company’s activities to commemorate the 2014 Global Hand Washing Day (GHWD).

Temitope Iluyemi, P&G’s Director, Global Government Relations, Sub Sahara Africa, described hand washing as an efficient way to improve health among Nigerians.

According to her, “Medical research findings have shown direct correlation between hand washing and improvement of health around the globe. The simple act of washing hands with soap can reduce the incidence of communicable diseases like diarrhea among children by almost 50 per cent, and respiratory infections by nearly 25 percent.”

She informed that children suffer disproportionately from diarrheal diseases as statistics show that more than 3.5 million children under five die every year from diarrhea and pneumonia-related diseases.

She said that the company celebrates the Global Hand Washing Day, as a day set aside by United Nations to mobilize and motivate millions to lather up in order to improve health, by increasing awareness and understanding about the importance of hand washing with soap.



During the event, Mrs Amaka Ifionu, School Health and Nutrition Adviser, Save the Children International expressed gratitude to P&G for creating a platform for the healthcare initiative targeted towards children.

"We are very grateful to P&G Nigeria for the partnership to mark GHWD in Nigeria. We also enjoy partnerships with P&G in other countries and we are particularly grateful that the Nigerian branch has bought into the same global partnership. We also look forward to more partnership with P&G to help sustain the awareness on the need to wash hands always," she said.

Dr Monsurat Adeleke, Associate Director, School Health Programme Coordinator, Lagos State Ministry of Health also appreciated P&G for helping promote good hygiene among school children.

In a related development, P&G also donated hundreds of cases of Safeguard soaps to the Ogun State Government part of its activities to mark the global Hand Washing Day.

Speaking at the donation at the Ministry of Education in Abeokuta, Ogun State Commissioner of Education, Science and Technology, Barrister Segun Odubela, commended P&G for the donation saying that it was timely.

"The donation of 500 cases of Safeguard Soap by P&G on the Global Hand washing Day is very apt and timely and will go a long way in assisting schools in the state to combat the spread of communicable diseases, especially as the State government has had to postpone school resumption in the state twice because of the threat of communicable diseases," He said.

The Global Hand Washing Day (GWHD) is a campaign dedicated to raising awareness of hand washing with soap as a key approach to disease prevention. The event, which comes up on October 15 every year, also aims at motivating and mobilizing millions around the world to wash their hands with soap regularly.

###

#### About Procter & Gamble

P&G serves nearly five billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Duracell®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, Wella® and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.