

THE WILLIAMS SISTERS STORM LAGOS AS THEY INSPIRE AND EMPOWER NIGERIAN GIRLS ALONGSIDE ALWAYS

Venus and Serena Williams visit Lagos: 30 October – 2 November

Yesterday international tennis stars Serena and Venus Williams joined forces with leading global feminine protection brand Always to empower and inspire girls at the Government College, Ikoyi. Serena and Venus are perfectly placed to boost the morale of these girls. Their life story displays a tale of passion, determination, hard work and self-belief that has triumphed over obstacles and circumstances to become world champions on and off the tennis court.

Commenting on the Williams sisters' visit, Temitope Iluyemi from Always says, "The Williams sisters being here today has empowered more girls to break the moulds that have stood between them and their potential. They surely now dream bigger and strive harder as a result. Their support of our puberty education programme is another way to help give these girls the confidence to enjoy womanhood without limits." The programme is designed to empower girls to live life to their fullest. 800,000 Nigerian girls take part every year and 8 million have benefited so far since inception 12 years ago.



The Williams sisters were greeted with warmth and enthusiasm by the girls as they entered the class. Serena shared her stories on their setbacks and how she had overcome them to return to the peak of her game; "Luck has nothing to do with it, because I have spent many, many hours, countless hours, on the court working for my one moment in time, not knowing when it would come". Meanwhile Venus talked about the importance of self-belief: "Some people say I have an attitude, maybe I do, but I think you have to. You have to believe in yourself when no one else does. That makes you a winner right there."

Commenting on the importance of sisterhood in facing challenges, Serena mentioned how supportive her sister had been through the years helping her cope with a variety of challenges both on the field and in life. Venus then said: "I always like to win. But I'm the big sister. I want to make sure she has everything, even if I don't have anything. It's hard. I love her too much. That's what counts."

The girls from Government College, Ikoyi went on to perform the Always Song "Little Big Steps" with the Williams sisters even joining in singing and dancing. There was also a session where the sisters responded to questions from the girls. These gave the girls the rare opportunity of interacting with the Williams sisters.

The Always brand has always been advocating for and empowering women and girls the world over to live life to their fullest potential and has been doing so for more than 30 years. Always serves 1.3 billion girls and women around the world by providing them with the best protection built on superior product quality and constant innovations.

Every day Always connects with about 25 million girls globally via the brand's social media pages. "With every Always page, girls can benefit from a greater sisterhood; a support network with girls

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helping each other out on topics that are relevant to them or jointly getting behind a good cause such as this to empower other girls” Temitope Iluyemi continues.

The superstar sisters are in Nigeria as part of the ‘Breaking the Mould’ tour; a programme that aims to empower women and young girls to believe in themselves and achieve their full potential.

ENDS

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Over four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers(R), Tide(R), Ariel(R), Always(R), Whisper(R), Pantene(R), Mach3(R), Bounty(R), Dawn(R), Gain(R), Charmin(R), Downy(R), Lenor(R), Iams(R), Crest(R), Oral-B(R), Duracell(R), Olay(R), Head & Shoulders(R), Wella(R), Gillette(R), Braun(R) and Fusion(R). The P&G community includes approximately 127,000 employees working in about 80 countries worldwide

Procter and Gamble in Nigeria

Established in 1992, P&G Nigeria is an important investor, manufacturer, technology transfer agent, employer and exporter. P&G produces Ariel Detergent, Bonux Detergent, Pampers Disposable Diapers, Always Sanitary Pads and Vicks Throat Drops in Nigeria and employs over 1,800 direct and indirect employees through its general office in Lagos and manufacturing facilities in Ibadan. The company is now expanding across various countries in West Africa with a central business and production hub in Nigeria.