

US EPA ARCHIVE DOCUMENT



Red Cross and Clorox Cause Marketing

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Clorox / American Red Cross Background



Long history as partners – more than 35 years of support

- Domestic and International Efforts
 - Product donations to aid in disaster relief (water disinfection and cleanup)
 - Bleach is one of the most common items distributed by the Red Cross during times of disaster

Local efforts

- In the aftermath of Hurricane Katrina, donated more than 100,000 gallons of bleach
- Annual Blood Drive: Clorox is the largest corporate contributor to the Alameda/Contra Costa American Red Cross Blood Bank
- “White T-shirt Day” fundraising event in NYC

Strong desire to broaden partnership

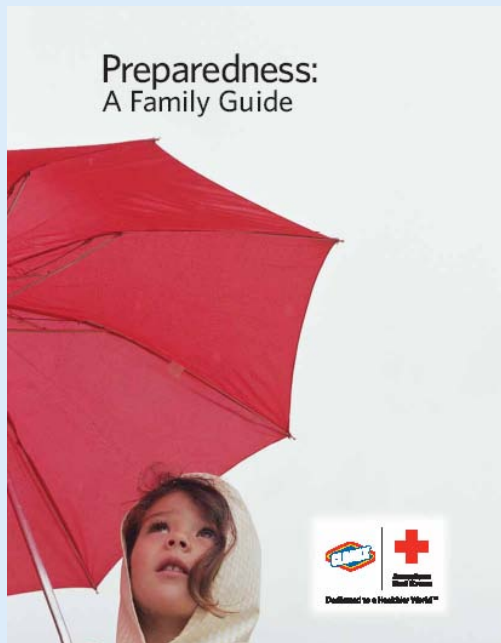


Clorox and the American Red Cross: Focus on Education

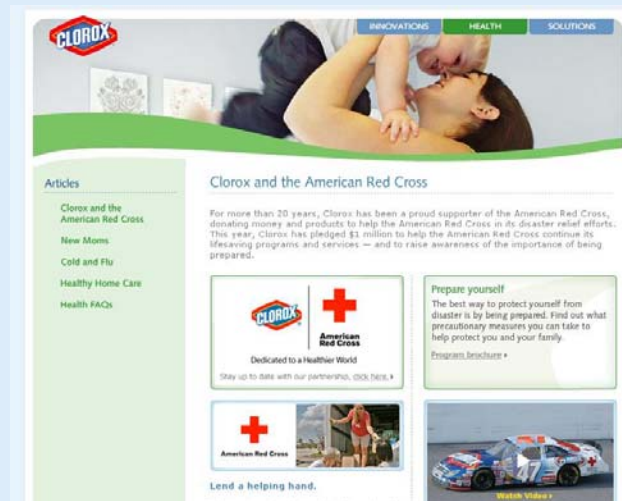


Purpose of partnership:

1. Fundraise
2. Educate families on the importance of being prepared for life's emergencies



Consumer



Website



Outreach

EPA Label Submission



- March 2006: Clorox and Red Cross meet with EPA to present overview of cause program:
 - EPA asks for a clearly articulated set of principles that would guide program
 - EPA calls for a meeting to address bleach concerns
- June 2006: Clorox presents in-depth look at bleach to EPA
 - Dr. Toby Litovitz, president of the Washington Poison Control Center and founder of the poison control network, presents safety data
 - EPA questions the perception of safety that could be implied by the Red Cross symbol on a Clorox product
- July 2006: Clorox fields independent research to measure consumer reaction to Red Cross cause label on Clorox products
- November 2006: EPA officially approves the Clorox-Red Cross marketing label