Texas Racers Take a Deep Breath and Set Their Sights for the Heights

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First-ever competitive stairclimb events planned in Houston and Dallas to benefit the American Lung Association

ST. LOUIS, April 14 /PRNewswire-FirstCall/ -- Get ready for some heavy breathing and heart-pounding action. Energizer and the American Lung Association are bringing the first-ever competitive stairclimb events toHouston and Dallas on Saturday, May 16, 2009. The Fight for Air CLIMB events will challenge area participants to climb to the top of some of the state's tallest buildings - the Renaissance Tower in downtown Dallas, and the Marathon Oil Tower in Houston. Participants will run, or walk, each one of the almost 1,000 steps in an effort to raise money for the American Lung Association.

"We are very excited to host these events for the first time in Texas," said Michelle Bernth, Senior Vice President of Marketing for the American Lung Association. "This is a great opportunity for both the Houston and Dallascommunities to gain a greater respect for healthy lungs."

Stairclimbs, or "vertical marathons," are emerging as popular athletic competitions because they take participants beyond the average run/walk event.

Energizer Specialty Batteries - which power health devices such as pedometers and heart monitors - is helping sponsor the events as part of its "Live Healthy. KEEP GOING(R)" campaign, which educates people on ways to live a healthy, active lifestyle. "The Fight for Air CLIMB events are a great fit for Energizer because it underscores our belief that exercise is essential for leading a long and healthy life," says Melinda Jordan, brand manager, Energizer Specialty Batteries.

Participants can compete as individuals or as teams. All climbers will have their time calculated through an electronic chip-timing system. Teams start the climb together and support one another along the way. Water stations and rest floors are available every ten floors.

Through team sponsorships and donations, Fight for Air CLIMB participants support the American Lung Association's fight against lung disease. Lung disease is currently the third leading cause of death in the U.S., killing one in every seven Americans. Proceeds from the events will help those who are fighting for air every day.

"Nearly everyone knows someone who has been affected by lung disease," said Bernth. "Whether you've been touched by asthma, emphysema, lung cancer or tobacco addiction, the Fight for Air CLIMB events are a great, fun way to help bring us one step closer to achieving our mission."

For more information, or to register for a Fight for Air CLIMB, visit**www.breathehealthy.org/dallasstairclimb** or**www.breathehealthy.org/houstonstairclimb**, or call the American Lung Association at 214-631-5864. For health and fitness tips, or to learn more about Energizer's "Live Healthy. KEEP GOING(R)" program, visit**www.energizer.com/livehealthy** or call Kim Goedeker at 314-552-6740.

Now in its second century, the American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease. With your generous support, the American Lung Association is "Fighting for Air" through research, education and advocacy. For more information about the American Lung Association, a Charity Navigator Four Star Charity and holder of the Better Business Bureau Wise Giving Guide Seal, or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or visit**www.lungusa.org**.

About Energizer:

Energizer Holdings, Inc. (NYSE: ENR), **www.energizer.com**, headquartered inSt. Louis, Missouri, is one of the world's largest manufacturers of primary batteries, battery-powered devices and flashlights. Energizer, a global leader in the dynamic business of providing portable power geared toward the new digital age, offers a full portfolio of products including the Energizer(R) MAX(R) premium alkaline brand; Energizer(R) Ultimate Lithium; Energizer(R) Advanced Lithium and Energizer(R) Rechargeable(R) batteries and chargers.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader for on-the-go lifestyles with its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and for use with iPod(R) devices.

SOURCE Energizer Holdings, Inc.

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