

Energizer(R) Continues to Support the Fight Against Breast Cancer, Enlists Bloggers' Help

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Company announces sponsorship of Susan G. Komen 3-Day for the Cure(R) and kicks off search for Keep Going(R) bloggers

ST. LOUIS, May 25, 2010 /PRNewswire via COMTEX/ --Known for its Keep Going(R) spirit, Energizer is again joining forces with Susan G. Komen for the Cure(R) to help fight breast cancer. A longtime supporter of the organization, Energizer will be the Presenting Sponsor and the Official Battery of the 2010 Susan G. Komen 3-Day for the Cure(R), a series of 15 events across the nation where participants walk 60 miles over the course of three days.

To kick off this year's sponsorship, Energizer is searching for Keep Going(R) bloggers who possess the energy and never-quit spirit of the Energizer Bunny(R). Sponsored by the company, these bloggers will train and walk in a Komen 3-Day for the Cure event and blog about their experience.

"We are looking for bloggers who are interested in participating in these amazing events and using their blogs as a way to inspire others to join us in the fight for a cure for breast cancer," said Jim Olsen, Energizer Vice President of Marketing for North America. "If you enjoy blogging and have the perseverance and determination it takes to walk 60 miles, post a note on the Energizer Bunny(R) Facebook fan page (www.facebook.com/energizerbunny) and you might become a Keep Going blogger."

Susan G. Komen 3-Day for the Cure events will take place weekly from July to November in 15 places across the country, including: Boston, Cleveland, Chicago, Michigan, Twin Cities, Denver, Seattle, San Francisco, Washington D.C., Philadelphia, Atlanta, Tampa Bay, Dallas/Fort Worth, Phoenix and San Diego. Thousands of walkers are expected to train and participate in the events nationwide.

Energizer is supporting walkers in a much-needed way - by providing a place to recharge their equipment, bodies and spirit -- and stay connected to family and friends at the end of each long day of walking.

The Energizer tent at 3-Day for the Cure camps will feature:

- Laptops to empower walkers to share their experiences and stay connected with family and friends, as well as create awareness for the cause by posting a ribbon on the virtual ribbon tree at energizer.com/komen
- The Recharge Station, where participants can rent Energizer(R) Energi To Go(R) portable power items such as the EnergiStick(TM) and XP 1000 portable cell phone chargers, as well as flashlights, lanterns and battery-operated games
- Complimentary chair massages, generously donated by members of the American Massage Therapy Association, a non-profit organization dedicated to advancing the art, science and practice of massage therapy
- Time for walkers to connect with the local Keep Going(R) blogger, who will be available to engage with walkers, discuss the 3-Day for the Cure experience, and share their stories of motivation and perseverance

"We are proud to continue our support of Susan G. Komen for the Cure and of walkers across the country as they unite for this important cause," Olsen added. "The Energizer Bunny(R) symbolizes the determination and resolve that the walkers are tapping into as they trek 60 miles in just three days, and we hope that they will feel motivated to keep working for a cure. We are excited to share this profound experience more widely this year with our Keep Going bloggers, inspiring a deeper sense of community and connection to the cause."

In addition to the sponsorship of the Komen 3-Day for the Cure series, the Energizer Family of Brands - including Playtex(R) feminine products, Wet Ones(R) wipes, Playtex(R) Living Gloves(R) and Energizer(R) MAX(R) Batteries - will be joining the battle against breast cancer with a \$400,000 donation to Susan G. Komen for the Cure during Breast Cancer Awareness month in October. Also, during that month, Energizer will reintroduce commemorative pink batteries that will be available at retailers nationwide.

"Energizer has been a great partner through the years. Their support allows Komen to fund community-based breast health programs and research focused on decreasing breast cancer incidence and mortality in the next decade," said Katrina McGhee, senior vice president of global business development and partnerships at Susan G. Komen for the Cure. "As we continue on this decades-long mission to eradicate breast cancer and save lives, we are inspired by the spirit that Energizer and the 3-Day for the Cure walkers bring to this important cause."

For more information about the company's support of Susan G. Komen for the Cure, or to become a Keep Going(R) blogger, please visit www.facebook.com/energizerbunny, www.energizer.com/komen, or email keepgoingbloggers@blickandstaff.com.

[About Energizer:](#)

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, and portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products, including Energizer(R) brand battery products Energizer(R) MAX(R) premium alkaline; Energizer(R) Ultimate Lithium; Energizer(R) Advanced Lithium; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with Energizer(R) Energi To Go(R) chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. Energizer is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit www.energizer.com, www.facebook.com/energizerbunny.

Energizer's Personal Care Division offers a diversified range of consumer products in the wet shave, skin care feminine care and infant care categories. The company's portfolio includes well established brand names such as Schick(R) and Wilkinson Sword(R) men's and women's shaving systems and disposable razors; Playtex(R) tampons, gloves and infant feeding products; Banana Boat(R) and Hawaiian Tropic(R) sun care products; and Wet Ones(R) moist wipes.

About Susan G. Komen for the Cure(R)

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure(R), we have invested nearly \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

About the American Massage Therapy Association(R)

The American Massage Therapy Association (AMTA(R)) is the largest non-profit, professional association for massage therapists with some 58,000 massage therapist and massage therapy school members. Founded in 1943, AMTA works to advance the profession through ethics and standards, the promotion of fair and consistent licensing of massage therapists in all states, and public education on the benefits of massage.

October 25-31, 2010 AMTA and its members will celebrate National Massage Therapy Awareness Week(R), dedicated to educating the public on the benefits of massage. Through AMTA's Find a Massage Therapist(R) national locator service at www.findamassagetherapist.org, the association helps consumers and healthcare professionals find AMTA professional massage therapists.

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