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FOR IMMEDIATE RELEASE

New [Check-in for Checkups](#) Campaign Helps Provide Checkups for Children in Need

Clorox, Bethenny Frankel and Children's Health Fund (CHF) Team Up and Challenge America to Check-in One Million Healthy Habits This Summer

OAKLAND, C.A., June 15, 2011 – Want to be healthier this summer? Make those [healthy choices](#) count times two. Starting today, Clorox and Children's Health Fund (CHF), together with *New York Times* bestselling author of "Place of Yes," Bethenny Frankel, are challenging America to make healthy choices that benefit themselves and their families, while simultaneously helping provide half a million health care visits to disadvantaged children across the country.

Through *Check-in for Checkups*, every time you make a healthy choice – from eating a nutritious meal to taking a walk around the block – simply "check-in" at www.checkinforcheckups.com or tweet the hashtag #checkinforcheckups and Clorox will donate 10 cents for each check-in, up to one million check-ins, to CHF as part of its goal of providing half a million checkups for children in need across the country. There is no limit for how many times you can check-in per day – every single check-in helps keep kids healthy.

"As a new mom, wife and entrepreneur, I'm all about multi-tasking – especially when it comes to maintaining a healthy lifestyle," says Bethenny Frankel, supporter of the *Check-in for Checkups* program. "Whether I'm taking a walk through Central Park with my husband or running errands with Cookie, I'm always on-the-go. Now I can make these small healthy habits help kids in a big way! I feel honored to be part of a program that has such a positive impact on the lives of these children."

Let's Make Each Check-in Count Toward a Checkup

Making every healthy habit check-in count toward a checkup is easy. Whether you spend one minute or an hour, even your small acts of prevention can add up to a lifetime of wellness for those in need. Simply check-in your activities at www.checkinforcheckups.com or share your healthy habit on Twitter using the hashtag, #checkinforcheckups.

"Without access to comprehensive health care, children are at increased risk of developing life-long health issues," says Karen Redlener, Executive Director of CHF. "We are thrilled to partner with Clorox again this year to bring vulnerable kids the care they need and deserve so they can live healthier lives."

To help CHF and Clorox spread the word and meet the one million check-in challenge, you can:

1. **Commit to a Healthy Habit:** Visit www.checkinforcheckups.com to learn more about the program and get ideas for how your actions can help keep kids healthy. Challenge yourself with a daily healthy habit and see how your check-in's compare with others across the country. Read through the success stories on www.checkinforcheckups.com to get an extra boost of motivation.
2. **Check-in Regularly:** From June through December, Clorox will donate 10 cents to CHF for every healthy habit check-in at www.checkinforcheckups.com or tweet using the #checkinforcheckups hashtag, up to one million check-ins. There is no limit for how many times you can check-in per day – every single check-in helps keep kids healthy.
3. **Encourage Others to Share:** Share your healthy habits with friends and family and encourage them to participate as well.

Taking It to the Streets to Make a Difference

One in five children in the U.S. live in poverty and millions of children do not have access to regular checkups and timely health care visits when sick. As a result, simple childhood health problems, like ear infections and toothaches, can lead to lifelong health issues.

CHF's mobile medical clinics go into underserved communities to bring ongoing health care to children at schools, community centers, homeless shelters and other places in the heart of the community. In addition to pediatric primary care providers, the CHF network consists of other dedicated health care professionals including dentists, mental health providers and nutritionists.

"We are honored to be partnering with Children's Health Fund for the second year in a row to help reinforce simple healthy habits like disinfecting frequently touched surfaces, washing hands regularly and staying hydrated throughout the day," says Heidi Dorosin, Vice President of Marketing, The Clorox Company. "The *Check-in for Checkups* program ensures that every healthy habit adopted counts and goes toward improving the lives of children in need."

Every Healthy Habit Counts

The *Check-in for Checkups* program will show people how [healthy habits](#) can help benefit their own personal well-being and contribute to the lives of disadvantaged children at the same time. Ensuring that everyone is getting regular checkups and practicing other healthy habits can impact an entire family and everyone in the surrounding communities. These habits include:

- Encourage your family to wash their hands well with warm water and soap. This helps prevent the spread of infection.
- Take a walk around the park with the dog and family.
- [Disinfect](#) frequently touched surfaces like door handles and counters to help reduce the spread of germs.
- Keep your kids on a regular teeth-brushing schedule. Watch them brush every now and then to make sure they're using the proper technique. Also, ensure they get their six month dentist check-ups.
- Stay hydrated throughout the day by drinking water.

For more information on maintaining a healthier life, click [here](#) to access CHF's health education materials.

About Children's Health Fund (CHF)

Founded in 1987 by singer/songwriter Paul Simon and pediatrician/advocate Irwin Redlener, M.D., Children's Health Fund (CHF) is the nation's leading pediatric provider of mobile-based health care for homeless and low-income children and their families. CHF's mission is to bring health care directly to those in need through the development and support of innovative medical programs, response to public health crises, and the promotion of guaranteed access to health care for all children. CHF currently has 50 mobile medical clinics serving hundreds of locations across the country. Over the past 24 years, the organization has supported more than two million health care visits for disadvantaged children, often in places where doctors and health care providers are in short supply. For more information about CHF, visit www.childrenshealthfund.org.

About The Clorox Company

The Clorox Company is a multinational manufacturer and marketer of consumer products, with fiscal year 2010 revenues of \$5.53 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Green Works® natural home care products; Brita® water-filtration systems; Burt's Bees® natural personal care products; Kingsford® charcoal; Hidden Valley® and K C Masterpiece® dressings and sauces; Glad® bags, wraps and containers; Fresh Step® and Scoop Away® cat litter. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$80 million to nonprofit organizations, schools and colleges. In fiscal 2010 alone, the foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$8.8 million. For more information about Clorox, visit www.TheCloroxCompany.com.