

Home Style Expert Katie Brown Saves Time But Gets The Cleaning Job Done

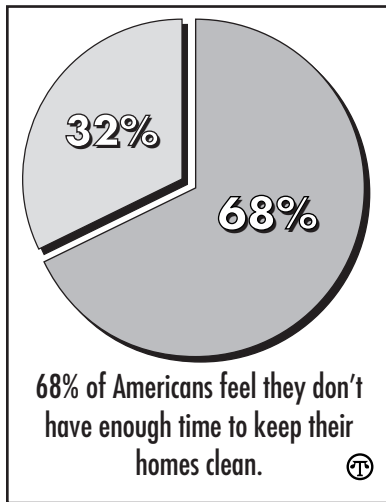
(NAPSA)—Let’s face it, while many of us love a tidy home, actually cleaning the house can be a dreaded chore that’s all too easy to put off. After all, with so many other things on our to-do lists these days, there just aren’t enough hours in the day to get everything done.

In fact, according to a recent survey of American households conducted by New Best Ever Bounty paper towels and Synovate, Inc., more than 68 percent of Americans feel they just don’t have enough time to keep their home as clean as they would like.

To help Americans make cleaning less time consuming, Katie Brown, often hailed as “the doyenne of domesticity for Generation X,” has created tips and tricks to get your home in tip-top shape. A home style expert, Brown believes her tips can actually make cleaning fun.

“For many of us, cleaning seems like such a hassle,” says Brown. “Believe it or not, there are ways to make this dreaded task more enjoyable. An easy way to stay ahead of the cleaning curve is to use the tools that instantly help you to be more efficient and effective.”

Brown says one of her all-time favorite timesaving tips is to get the whole family involved with spring cleaning and get the job done even quicker. “The beauty of having everyone help clean your home is that the job will be done



much faster and more efficiently,” says Brown. “And talk about efficiency, here’s a little secret you may not know: One sheet of Bounty keeps working through multiple spring cleaning tasks—just rinse, wring, reopen and then toss in the garbage when you’re done. No more cleanup after your cleanup!”

Bounty’s clothlike durability and thick quilts make it the ideal partner for cleaning. It can be used for the full gamut of cleaning inside and outside, from attic to basement and kitchen to garage. Whether it’s cleaning patio furniture, wiping down blinds or making the stove sparkle, one sheet of Bounty will keep working—until the job is done.

A novel way to make cleaning fun, says Brown, is to put on a favorite soundtrack while cleaning

and “sing ’n clean!” Or make a contest to see who can help clean the most with one sheet of Bounty.

Brown also offers these quick tips to help take the chore out of cleaning:

- Clean your home the most effective and efficient way and then celebrate the outcome!
- Dress in your favorite, comfy “cleaning uniform.”
- Have snacks and refreshments ready for you and your little helpers—everyone can use an energy boost!
- When you’re finished cleaning, give yourself a little reward.

Speaking of ways to take the dread out of chores, to encourage people to tackle cleaning with enthusiasm and make the most of tidying time, Bounty and Katie Brown have teamed up for the One Sheet Challenge. Log on to OneSheetChallenge.com and share your story of using one sheet of Bounty to tackle a tough task in your home for a chance to win a complete kitchen makeover, a shopping spree of energy-efficient appliances or a year’s supply of New Best Ever Bounty. The One Sheet Challenge runs now through June 30, 2007. Winners will be announced on OneSheetChallenge.com and notified by mail.

For more of Brown’s fun secrets for cleaning with Bounty and details on the contest, log on to onesheetchallenge.com or quicker pickerupper.com.