

Good News Department

World's Toughest Businessman Revealed His Softer Side For Charity

(NAPSA)—Savvy business sense and a hard-hitting negotiating style make Donald J. Trump one of the toughest men in both the business world and show business. After more than 30 years in real estate and three seasons of the hit TV show “The Apprentice,” Trump has finally “softened up.” He teamed up with the new “all” Cleans & Softens laundry detergent, a detergent and fabric softener in one bottle, to help raise money and wash gently used clothes for The Salvation Army.

Trump Cleans Up

Trump helped wash shirts, socks, slacks and more with new “all” Cleans & Softens so they were clean, comfortable and smelling great before going to people in need.

Sweet Smell Of Convenience

New “all” Cleans & Softens is a convenient liquid detergent and fabric softener in one bottle.



Billionaire celebrity Donald J. Trump has “softened up,” and helped wash used clothing for The Salvation Army.

It gets clothes clean plus leaves

them feeling soft and smelling fresh right out of the washer.

“I am particularly excited to have helped launch a new product, ‘all’ Cleans & Softens, from a brand my mom used,” Trump says. “We also raised money for The Salvation Army, so it was a great project.”

Help For The Helpers

Since the product launch, “all” Cleans & Softens has donated \$50,000 to The Salvation Army.

“‘all’ Cleans & Softens’ generosity will help untold people turn their lives around,” said Major George Hood, The Salvation Army National Community Relations Secretary. “In addition to helping thrifty people get clean, soft and much-needed clothing, the donation will help us extend our services in a multitude of social services programs, ranging from shelter for disaster victims to food for the hungry.”