



HEALTH AWARENESS

When Getting “Mommed” Helps

(NAPSA)—According to a survey conducted by Braun Research, nearly six in 10 Americans agree that when they're sick, nothing is better than being “mothered.” Some people need an extra hug while others just like a good laugh. But instinctively, almost all people turn to their mothers when they need nurturing.

That's why Kleenex brand facial tissues created www.GetMommed.com—to offer people a little extra mothering during the time of year when they need it most.

Hannah Keeley—author, television personality, lifestyle expert and spokesperson for the Get Mommed campaign—knows a thing or two about mothering through cold and flu season. “As a work-from-home mom of seven, I'm all for support from these virtual moms,” Keeley said. “I've seen my kids through quite a few cold and flu outbreaks. When they're down for the count, I pull out all my mothering tricks, and after years of practice, I've found humor is definitely the best medicine. I see a little of myself in each of the eight moms.”

Hannah's tips for fighting the cold and flu:

- Place trash bins in every room of the house so your kids are more likely to dispose of their used tissues.
- Have your kids decorate fun, personalized cups so they are excited about drinking plenty of fluids.
- Keep boxes of tissues around the house so they are always accessible before a sneeze.



A new campaign offers eight virtual moms for that extra bit of mothering needed during cold and flu season.

Eight in 10 Americans agree that their mom has her own special ways to help them feel better when they're sick. But the Kleenex brand knows that no two moms have the same style of parenting, so they identified eight distinct and recognizable motherly characteristics to help spark a conversation celebrating the universal need for mothering. People can choose to hear from their chosen mom by several interactive options via e-mail, cell phone and even Facebook.

The Kleenex brand virtual moms were created to provide a dose of good humor during what's likely to be an intense cold and flu season. The site www.GetMommed.com provides the emotional support, tools and the optimism needed to get through a season notorious for taking a lot out of people.