

## The Brawny® Brand Stands Strong With Wounded Warrior Project® To Support Our Nation's Heroes

(NAPSA)—The physical, mental and emotional wounds of military service take a tremendous amount of strength to overcome.

The Brawny® brand admires this strength and is proud to stand strong alongside Wounded Warrior Project® (WWP) and honor the strength of injured service members. WWP is a national organization dedicated to honoring and empowering Wounded Warriors as they recover and transition back to civilian life.

Following a successful partnership last year, the Brawny® brand



is making a direct donation of \$250,000 to WWP to benefit Wounded Warriors and their families. To raise further awareness for the cause, the Brawny® brand will donate an additional \$1, up to \$350,000, for every individual who: shares a “Thank You” note on the Brawny® Towels Facebook, “likes” Brawny® paper towels on Facebook, or texts THANKS to 272969.

The Brawny® “Inner Strength” initiative will continue through December 31, 2013. Donations raised from the campaign will benefit a variety of programs and services WWP offers to help foster the most successful, well-adjusted generation of wounded service members in our nation’s history.

For more information or to see how you can get involved, visit [www.facebook.com/brawnytowels](http://www.facebook.com/brawnytowels). For more information on WWP, visit [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org).