Tide® - Proud Keeper of the Red, White and Blue – Unveils Larger-than-life Artistic Rendition of the American Flag Emblazoned with Inspirational Stories in Honor of Team USA

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Americans answered the question “What do the red, white and blue mean to you?” and their answers appear on flag

CINCINNATI--(BUSINESS WIRE)--Tide unveiled a very special flag in honor of Team USA today in New York City’s Bryant Park with the help of actress and singer Katharine McPhee. For the past several weeks Tide has asked Americans to share what the red, white and blue mean to them on Facebook and Twitter. The result? An overwhelming number of stories that have now been printed on swatches of fabric and sewn together to create a magnificent expression of national pride – a larger than life artistic rendition of the American Flag.

“Every two years during the Olympic Games, the pride we have for the red, white and blue swells as people celebrate our country’s athletes,” said Alex Keith, Vice President P&G North American Fabric Care. “We’re excited to honor Team USA with this beautiful flag created for the ‘My Story. Our Flag.’ Project.”

The flag, measuring 117 feet by 52 feet filled a large portion of Bryant Park in New York City. Additionally, the flag featured nearly 1,500 stories. Each piece of fabric making up the flag has been washed in Tide prior to being sewn together to ensure the red, white and blue are brilliant looking.

Stories Behind the Red, White and Blue

Tide knows that behind the red, white and blue we all have unique and deep stories that give our country’s colors rich meaning. Starting in April, people across the country were invited to share what the red, white and blue mean to them on Tide’s Facebook page and by using the hashtag #TideFlag on Twitter. The stories collected are each represented on a swatch of fabric that is unique to their personal story. Each swatch of fabric that is being displayed during the flag reveal featured the contributor’s photo, name, city, state and a brief description of their story.

The emotional connections that we share to the country’s colors are common threads that unite us all and stir up a strong sense of pride. For that reason, Tide has partnered with three Olympic athletes and actress and singer, Katharine McPhee—all of which have inspiring stories that are great examples of the rich and diverse stories we all have.

- Lopez Lomong, a distance runner, was a “Lost Boy of Sudan” who came to America and ultimately became the American Flag bearer for the Beijing 2008 Olympic Games.
- Henry Cejudo was born to Mexican parents, wrestled to stay out of trouble and ultimately became the youngest American wrestler to win an Olympic Gold medal.
- Sarah Hammer, a cyclist, who was inspired during the 2004 Athens Games, to make a comeback after watching her teammates and competitors race. She proudly made the 2008 Olympic team.
- Finally, Katharine McPhee wanted to sing and dance professionally ever since she was a young girl. She’s now living her American dream.

“I am so thrilled to be a part of this inspirational flag,” said actress and singer Katharine McPhee. “To see what the red, white and blue mean to Americans across this country truly reminds us why it’s so great to be an American and gets me very excited to root on Team USA during this year’s Olympic Games.”

Sharing Stories During the 2012 Olympics Games

The spirit of the “My Story. Our Flag.” will live on through the London 2012 Olympic Games. Even though the physical “My Story. Our Flag.” will be revealed on July 3rd, people wishing to inspire Team USA with their story can submit via the app labeled “Join Our Flag” on Tide’s Facebook page or by tweeting their story using the hashtag #TideFlag.

In addition, those attending the flag unveiling have the opportunity to share what the red, white and blue mean to them on pieces of fabric that will be sent to London to help inspire Team USA during the Olympic Games.
About Tide

For over 60 years, Tide® has been caring for the clothes of American families and helping to provide the everyday miracle of clean clothing. To meet consumers’ diverse laundry needs, Tide offers its cleaning in a variety of products including Tide Total Care, Tide with Febreze Freshness, Tide Coldwater, Tide with a Touch of Downy, Tide with Bleach Alternative, Tide Stain Release, Tide High Efficiency and 2X Ultra Tide Liquid. For consumers’ on-the-go stain removal needs, Tide to Go helps remove fresh food and drink stains on the spot. Visit www.tide.com for helpful product information, practical tips on laundry care, special offers and promotions and more. You can become a fan on Facebook at www.facebook.com/Tide.

About Procter & Gamble

P&G serves approximately 4.4 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in about 80 countries worldwide. Please visit http://www.pg.com for the latest news and in-depth information about P&G and its brands.

P&G’s purpose is to touch and improve lives and The Company recognizes that there is no better example of touching lives than the way moms nurture their families and the people around them. The love and care moms bring makes the world better and continues to inspire us—and for that P&G thanks them and has made the charge to be the Proud Sponsor of Moms. Whether it’s making products that help moms care for their families, supporting causes that matter to them, or simply showing appreciation in ways big and small, P&G stands behind moms on their mission of a lifetime.


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