



News Release

The Procter & Gamble
Company
One P&G Plaza
Cincinnati, OH 45202

FOR IMMEDIATE RELEASE

DORA THE EXPLORER VISITS PROCTER & GAMBLE TO CELEBRATE NATIONAL FOSTER CARE MONTH

Nickelodeon Animated Star Makes a Live Appearance at the Cincinnati General Offices

CINCINNATI, April 13, 2004 – Dora the Explorer and her loveable sidekick, Boots, will celebrate National Foster Care Month from 11 a.m. – 2 p.m. May 4, at the P&G General Offices.

The performance, open only to local foster children and their families and children of P&G employees, will be held in the General Office gardens and will feature [songs and dancing] from the traveling “Dora the Explorer Live! Search for the City of Lost Toys” stage show.

Hamilton County foster children and their families will also attend a special performance of “Dora the Explorer Live!” as Procter & Gamble guests on Thursday, May 6.

“Foster children have a lot of sadness in their lives, but Dora the Explorer will put smiles on their faces and a sparkle in their eyes. Also, May is National Foster Care Month. Procter & Gamble’s gift is well timed to show foster parents that the community is grateful for their service to children,” said Laurie Petrie, spokeswoman for Hamilton County Job & Family Services (HCJFS).

The “Dora the Explorer Live!” stage show, sponsored by P&G brands Bounty, Crest and Pampers, runs May 5 –9 at the Aronoff Center. Tickets are available through Ticketmaster and directly from the Aronoff Center.

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About P&G

Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the largest and strongest portfolios of trusted, quality brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Bounty®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay® and Clairol Nice 'n Easy®. The P&G community consists of nearly 98,000 employees working in almost 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About Hamilton County Job & Family Services

The Hamilton County Department of Job and Family Services (HCJFS) is the largest division of Hamilton County government. Its Children's Services division is the public agency charged with investigating reports of child abuse and neglect and protecting children. Children who cannot be safe in their homes are placed temporarily with relatives or foster parents. At any point in time, about 1,500 Hamilton County children are living with relatives, foster parents or in group settings due to abuse or neglect.

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