

# MAYOR'S FUND TO ADVANCE NEW YORK CITY

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MAYOR, CITY OF NEW YORK

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PRESIDENT

**FOR IMMEDIATE RELEASE**  
**November 16, 2012**

## **COLGATE-PALMOLIVE DONATES 100,000 PRODUCTS TO HURRICANE RELIEF**

*Colgate Provided 50,000 Cleaning Products and 50,000 Hygienic Products to Aid Relief Efforts*

The Mayor's Fund to Advance New York City announced today that Colgate-Palmolive has donated 100,000 in-kind supplies to support the City's Hurricane Sandy Relief Efforts. Colgate provided 50,000 cleaning products and 50,000 hygienic products. The cleaning products included 40,000 bottles of Ajax, Fabuloso, and Murphy's cleaners and 10,000 bottles of Palmolive dishwashing liquid. The 50,000 hygienic supplies include 20,000 Speed Stick deodorant sticks, 10,000 bars of Irish Spring soap, 10,000 tubes of Colgate toothpaste and 10,000 Colgate toothbrushes.

"Colgate-Palmolive has been a great partner to have on our side," said Megan Sheekey, President of the Mayor's Fund to Advance New York City. "The support of companies like Colgate-Palmolive allows the City to enhance its recovery efforts and rapidly assist those that lost so much in this unprecedented storm."

"We are grateful for the opportunity to donate these products as part of our contribution to storm relief efforts and appreciate the fast and effective work by the Mayor's Fund to make sure these products get to the people who need them," said Sally Phipps, Manager, Global Contributions for Colgate-Palmolive.

The Mayor's Fund is accepting financial donations from organizations and individuals to support hurricane relief efforts. One hundred percent of all donations will be dispersed to support relief efforts and organizations, as the Mayor's Fund does not retain an administrative fee. Donations are being used to address the most immediate needs in hurricane affected neighborhoods, including hot food, toiletries, baby supplies, warm clothing and blankets, cleaning materials and other supplies. The funds raised will also address long-term needs, including housing and other efforts to re-build and restore neighborhoods and communities affected by Hurricane Sandy. There are four easy ways to contribute:

- **Text:** NYCFUND to 50555 to donate \$10 using your mobile phone.
- **Online:** [www.nyc.gov/fund](http://www.nyc.gov/fund)
- **Call:** 212-788-7794
- **Mail:** make check payable to Mayor's Fund to Advance New York City, 253 Broadway, 8th Floor, New York City, New York 10007 (note: NYC Hurricane Relief)

For more information on the Mayor's Fund to Advance New York City, visit: [www.nyc.gov/fund](http://www.nyc.gov/fund) or call 212-788-7794.

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