

## **Tork and the Green Bay Packers Team up to “Tackle Hygiene With Every Catch”**

In partnership with the Green Bay Packers, Tork has launched the “Tackle Hygiene with Every Catch” campaign to promote hand hygiene and give back to the community through local charities.

**NEWS RELEASE BY ESSITY**

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As fans returned to Lambeau Field for the home opener, the Green Bay Packers are teaming up with Tork<sup>®</sup>, an Essity brand and the global leader in professional hygiene, to keep fans healthy and give back to the Green Bay and Milwaukee communities. The “Tackle Hygiene with Every Catch” campaign kicked off this week and will continue through the first five games of the Packers’ season, and it’s no coincidence that the campaign finishes up just ahead of Global Handwashing Day on October 15th. As part of the campaign, hygiene awareness messaging throughout the stadium will remind fans of the effective, easy-to-use Tork hygiene products that are used on gamedays, and every day, at Lambeau Field. Tork and the Packers are also working together to give back through the campaign; for every catch the Packers make during the first five games of the season, Tork will donate \$250 worth of safe and effective hygiene products, such as hand sanitizer, paper towels, and toilet paper (up to \$30,000) to local nonprofit

organizations that are working to improve the well-being of those in need. Recipients of the donations include:

- **NEWCAP, Inc.** - a Green Bay-based nonprofit that moves people from poverty to opportunities and economic security, while enhancing community development
- **Golden House** - a shelter for domestic abuse victims in Green Bay
- **Milwaukee Homeless Veterans Initiative** - a charity that assists homeless and at-risk veterans reach and maintain their highest levels of independence
- **Pathfinders** - an organization that provides services to ensure that all young people have access to the resources that they need to find stability, including supported housing, education, and more

“The COVID-19 pandemic has highlighted how critical hand hygiene is in preventing illness and keeping fans, players, and the community healthy,” said Chad Watson, Director of Sales and Business Development for the Packers. “For years, we have relied on Tork hygiene products at Lambeau Field for our players, staff, and fans alike, and we’re confident that Tork products will continue keeping us healthy on gamedays and every day at Lambeau Field. We’re proud to partner with Tork to promote hygiene in the Green Bay and Milwaukee communities through donations of Tork sustainable hygiene products.” COVID-19 continues to impact our daily lives, from the workplace to sports venues like Lambeau Field, and it remains a priority to promote hand hygiene and provide access to quality hygiene products that can assist communities in staying healthy as visitors return to shared spaces. “As people return to the workplace, and Green Bay’s loyal fans fill the stands at Lambeau, it is crucial that we continue to educate and inform people regarding increased hygiene standards, as well as make sustainable and effective products easily accessible,” said Cindy Stilp, Marketing Communications Director at Essity. “Wisconsin is home to several Essity work sites, so we are especially proud to work with the historic Packers franchise to give back to local organizations and create sustainable hygiene for all.”

## About Tork

The Tork brand offers professional hygiene products and services to customers worldwide ranging from restaurants and healthcare facilities to offices, schools and industries. Our products include dispensers, paper towels, toilet tissue, soap, napkins, wipers, but also software solutions for data-driven cleaning. Through expertise in hygiene, functional design and sustainability, Tork has become a market leader that supports customers to think ahead so they’re always ready for business. Tork is a global brand of Essity, and a committed partner to customers in over 110 countries. To keep up with the latest Tork news and innovations, please visit [www.torkusa.com](http://www.torkusa.com)

## About Essity

Essity is a leading global hygiene and health company. We are dedicated to improving well-being through our products and services. Sales are conducted in approximately 150 countries under the leading global brands TENA and Tork, and other strong brands, such as JOBST, Leukoplast, Libero, Libresse, Lotus, Nosotras, Saba, Tempo, Vinda and Zewa. Essity has about 46,000 employees. Net sales in 2019 amounted to approximately SEK 129bn (EUR 12.2bn). The company's headquarters is located in Stockholm, Sweden, and Essity is listed on Nasdaq Stockholm. Essity breaks barriers to well-being and contributes to a healthy, sustainable and circular society. More information at [www.essity.com](https://www.essity.com).

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