

New National Program Takes on Period Poverty in U.S.

Alliance for Period Supplies to Distribute Millions of Period Products to Individuals in Need through Support of Founding Sponsor U by Kotex

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/EINPresswire.com/ -- For individuals living in poverty, material basic needs too often go unmet. In fact, one in four women struggled to purchase period products within the past year due to lack of income, according to new research from [U by Kotex®](#), the founding sponsor of the [Alliance for Period Supplies](#), a program of the [National Diaper Bank Network](#).

Launched today, the Alliance for Period Supplies consists of more than 50 allied programs located in communities throughout the country, each dedicated to ensuring that individuals in need have access to essential period products necessary to fully participate in daily life.



U by Kotex donated of two million period products to the Alliance for Period Supplies and its allied programs nationwide to help individuals in need.

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Our goal is to improve the lives of individuals who struggle to purchase period products due to lack of income”

*Joanne Samuel Goldblum,
Alliance for Period Supplies*

“Through the support of U by Kotex, we will work together to shed light on the consequences that the lack of access to period products can have on the lives of individuals, and inspire others to take steps to address period poverty in their communities,” said Joanne Samuel Goldblum, Chief Executive Officer of Alliance for Period Supplies. “Because of the multi-year commitment from U by Kotex, the Alliance for Period Supplies and our allied programs will be able to serve thousands of individuals who currently face challenges in accessing the period products they need.”

U by Kotex has provided the Alliance for Period Supplies with an initial donation of two million products this year, and is committed to similar donations each year for the next three years of its founding sponsorship. Throughout the year, select retail partners will also team up with U by Kotex to increase that initial commitment, linking purchases of U by Kotex products to further donations to the Alliance for Period Supplies, and directly providing millions of additional products for individuals in need.

“U by Kotex is supporting the Alliance for Period Supplies through our With U, She Can program, because we believe that a woman’s period should never stand in the way of her progress. Period,”

said Amber Akisanya, Brand Manager for U by Kotex. “The reality is that for millions of women a period is doing just that.”

One in five low-income women reports missing work, school or similar events due to lack of access to period supplies. These instances were linked to reported feelings of embarrassment, disappointment and depression.

“The Alliance for Period Supplies builds on the experience of the National Diaper Bank Network (NDBN) to take on period poverty,” said Goldblum. “Our goal is to improve the lives of individuals who struggle to purchase period products due to lack of income.”

“Since our founding in 2011, NDBN has developed an unmatched level of expertise in collecting and distributing donated diapers to help meet material basic needs, while providing technical assistance to help strengthen the impact of community-based diaper bank programs throughout the country. The Alliance for Period Supplies is a natural extension of our work.”

More information on the Alliance for Period Supplies and its allied programs is available at allianceforperiodsupplies.org. For information and ways to support With U, She Can and the Alliance for Period Supplies, visit UbyKotex.com.

About Alliance for Period Supplies

The Alliance for Period Supplies is an initiative of the National Diaper Bank Network (NDBN)—a 501(c)(3) nonprofit organization that leads a nationwide movement aimed at helping individuals and families who struggle to afford material basic needs. Launched in May 2018, with the support of founding sponsor U by Kotex, the Alliance for Period Supplies raises national awareness of period poverty (#endperiodpoverty) and supports the development and expansion of period supply programs in communities throughout the country. The organization is comprised of Allied Programs that collect, warehouse and distribute menstrual/period supplies in local communities. More information on Alliance for Period Supplies is available at allianceforperiodsupplies.org, and on Twitter (@PeriodSupplies) and Facebook (facebook.com/AllianceForPeriodSupplies).

About U by Kotex

Kimberly-Clark created the feminine care category with the launch of the Kotex brand 100 years ago.



Launched today, the Alliance for Period Supplies and its allied programs rely on volunteers to help get period products to individuals in need.



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Now, U by Kotex®, a full line of feminine care pads, liners and tampons, continues to push category boundaries. By providing outstanding protection and unique design, the brand brings women a better feminine care experience overall.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 146-year history of innovation, visit kimberly-clark.com or follow us on Facebook or Twitter.

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