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**SCA's TENA Brand "Be TENacious" Campaign Honored With Bronze 2011 CLIO Healthcare Award**

*Direct to Consumer Campaign Challenges Women to "Be TENacious" and Not Let Bladder Control Issues Stop Them from Living Their Lives*

**Philadelphia, PA (November 22, 2010)** – SCA, the maker of bladder protection products and services under the globally-leading TENA® brand ([www.tena.us](http://www.tena.us)), today announced that its "Be TENacious" direct to consumer public relations and advocacy campaign was recognized as a Bronze award winner in the 2010 CLIO Healthcare Awards for Strategic Communications/Public Relations.

Today, more than 1 in 4 women over the age of 40 experience bladder control issues, but according to research, nearly half are suffering in silence. Due to the stigma associated with the condition, women do not seek out solutions to help manage bladder weakness and live the active life they desire. Be TENacious was created to help break society's taboo around bladder weakness by starting the conversation with the millions of women who deal with the condition every day. Conceived as an overcoming adversity initiative, Be TENacious' launch was supported by advocacy and education in partnership with [Healthywomen.org](http://Healthywomen.org), and was championed by spokeswoman and six-time Winter Olympian Anne Abernathy. Anne, nick-named "Grandma Luge" holds the Guinness World Record as the oldest woman ever to compete in the Winter Olympics. She single-handedly changed the perception of age in her sport, all while suffering from bladder weakness. Her ambition and inexhaustible persistence made Anne the ideal role model and spokeswoman for the campaign.

"TENA is honored to receive the CLIO Healthcare Award for its Be TENacious campaign, bringing much needed attention to a taboo topic that affects the lives of millions of women. By helping bring the condition out of the shadows, we hope to inspire women and to let them know they aren't alone," said Spencer Deane, Vice President of Marketing for SCA's Personal Care North America division. "The Be TENacious campaign reflects everything that TENA stands for and embodies our belief that women do not need to let the condition stand in the way of them achieving their goals and aspirations."

For more information about the program and female bladder control issues, visit [www.BeTENacious.net](http://www.BeTENacious.net) and [www.tena.us](http://www.tena.us) ([www.BeTENacious.ca](http://www.BeTENacious.ca) or [www.tena.ca](http://www.tena.ca) in Canada).

### **About TENA®**

With more than 50 years of experience, TENA® is the worldwide leader in the management of incontinence, providing products and services for individuals and healthcare services throughout 105 countries. TENA® provides a full range of absorbent products tailored to the distinct needs of men and women, including pantliners, daytime and overnight pads, male guards, protective underwear, briefs, skin care products, and underpads. With the TENA® brand, SCA is at the forefront of developing products that minimize the impact of incontinence and improve the everyday lives of people living or working with bladder weakness or incontinence. TENA® products feature innovative technologies, such as comfortable QuickDry™ topsheets, super-absorbent Lock Away Core™, and Advanced Odor Protection, to ensure protection, comfort and discretion for wearers. For more information, please visit: [www.tena.us](http://www.tena.us).

### **About SCA:**

SCA is a global hygiene and paper company that develops and produces personal-care products, tissue, packaging solutions, publication papers and solid-wood products. SCA has many well-known brands, including the global brands TENA and Tork. In 2009 global sales were \$14.5 billion. SCA conducts sales in 100 countries and has 45,000 employees. More information at [www.sca.com](http://www.sca.com)

*TENA® and Tork® are registered trademarks of SCA Hygiene Products.*

### **About The CLIO Healthcare Awards**

The CLIO Healthcare Awards is an extension of The CLIO Awards, one of the world's most recognized awards competitions for advertising, design and communications, which celebrated its 50th Anniversary in 2009. Healthcare accounts for more than one-third of the U.S. gross national product. It has become one of the most visible sectors of advertising, promotion and creative design in the last few years, particularly on TV and online. However, it is regulated differently and more stringently than traditional advertising and promotion. The CLIO Healthcare Awards will be executed using the same rigorous standards and commitment to excellence as the CLIO Awards, but levels the playing field to qualify and judge this particular and massive industry sector more fairly and appropriately.

The CLIO Healthcare Awards are produced by Prometheus Global Media, a diversified company with leading assets in the media and entertainment arenas including: Music (*Billboard* and its related conferences and events, including The Billboard Latin Music Awards), Entertainment (*The Hollywood Reporter*, *Backstage*, *ShoWest*, *ShowEast*, *Cineasia*, and *Cinema Expo International*); and Advertising & Marketing (*Adweek*, *Mediaweek*, *Brandweek*, *Adweek Conferences*, and *The CLIO Awards*).

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