



Hoover(R) Partners With Cleaning For A Reason(R) America's Icon in Cleaning Commits to Helping Women With Cancer Have a Clean Home

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GLENWILLOW, OHIO -- (Marketwire) -- 03/15/10 -- After keeping homes clean for more than 100 years, Hoover announced a new commitment to support the Cleaning For A Reason Foundation, the national organization devoted to helping women with cancer have clean homes. The nation's leading home cleaning brand is teaming with Cleaning For A Reason to provide funding and equipment to cleaning crews across the country.

Cleaning For A Reason works with local cleaning services nationwide to provide free home cleaning for local women undergoing cancer treatments. Founded in 2005 with a few supporting cleaning services in Texas, the program is rapidly expanding and now covers most major markets, in all 50 states and four Canadian provinces.

"We focus on the home so women can focus on their health," said Cleaning For A Reason founder Debbie Sardone. "With Hoover's help, we can help even more women in communities across the country."

Hoover will provide funding and equipment to facilitate local service partners, and will help the organization raise additional funding through special marketing campaigns to drive awareness and individual donations.

"We are an iconic brand with a wide reach and we are putting that power to work to help women when they need it the most," said Brian Kirkendall, vice president of marketing for Hoover. "Having a clean home is one small way to help families, and we want to help. We are proud to partner with Cleaning For A Reason."

Cleaning For A Reason recruits local maid services to provide professional cleaning at no cost to area cancer patient participants. Cancer patients apply for free service online, although currently demand is so high that applications are only accepted during a small window of time each day. Cleaning For A Reason connects applicants with local service partners to provide the free cleaning service, typically once a month for four months. Since its inception, the Foundation has been actively recruiting local cleaning services to help and the partnership with Hoover will help drive participation and support.

"With Hoover, we can further our commitment to providing the gift of a clean home to women with cancer," added Sardone.

For more information about Cleaning For A Reason, go to www.cleaningforareason.org : www.cleaningforareason.org . Find out more about Hoover's commitment and activities in coming weeks at www.Hoover.com : www.Hoover.com and become a fan at www.Facebook.com/Hoover : www.Facebook.com/Hoover .

About Hoover®: From the first Hoover® vacuum launched in 1908 to the WindTunnel T-Series™ family of bagless upright vacuums in 2009, the Hoover® brand continues a tradition of innovation through a comprehensive line of floor care products, including lithium-ion battery powered cordless vacuums, full-size,

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