



The Procter & Gamble Company
One P&G Plaza
Cincinnati, OH 45202

FOR IMMEDIATE RELEASE

**Procter & Gamble Announces Commemorative Gift to the
Cincinnati Parks Foundation**

**\$1 Million Gift to Support Construction of
The P&G Vibrant Playscape in Smale Riverfront Park**

CINCINNATI, Nov. 30, 2012 – At a press conference today, Melanie Healey, The Procter & Gamble Company (NYSE: PG) North America Group President, presented a check from the P&G Fund for \$1 million to the Cincinnati Parks Foundation to support the creation of the ***P&G Vibrant Playscape in Smale Riverfront Park***. The gift is given in commemoration of the company's 175th anniversary and continues the longstanding heritage of the company's contribution to the vibrancy and sustenance of the Greater Cincinnati community.

The P&G Vibrant Playscape will be located south of Mehring Way, between the Roebling Suspension Bridge and Vine Street. It will be constructed along a promenade that was once Cincinnati's historic Water Street—part of the City's first grid of streets along the river.

The feature will be a unique environment that encourages play by children, adults, groups and families. A series of outdoor play "rooms" will be located along the Water Street Promenade, separated from one another by hedges and landscaping. Each "room" will feature unique play elements based on the concept of cause and effect. The spaces—called the Sound, Light, Water and Movement Playscapes— will engage participants so that each of their actions causes a reaction.

For example, when walked upon, stepping stones will produce sounds; water columns will rise when activated by visitors; while other elements will light up when engaged. Some elements may require more force or more people to make them work — encouraging cooperation.

Additionally, a rushing stream of water—aligned with the Vine Street Steps and cascades that will be built across Mehring Way— will flow into the Ohio River, directly connecting the **P&G Vibrant Playscape** to the history of the site.

“William Procter and James Gamble founded this company in Cincinnati and looked to the Ohio River as a conduit of trade and growth,” said Ms. Healey. “It is in honor of our heritage that the P&G Vibrant Playscape will be built upon the very shores from which our early goods once flowed. Cincinnati’s legendary riverfront enabled our company to grow into the global leader it has become today with a presence in 180 countries, serving more than 4 billion people. It gives us great pleasure to make this contribution to our hometown; this very special community where P&G people have lived, worked and played for over 175 years.”

Consistent with P&G’s collaborative and innovative approach to consumer goods, Procter & Gamble engaged local non-profit, **go Vibrant**, to create the Playscape vision. **go Vibrant** engaged local Landor Associates and Sasaki Associates—a world renowned urban landscape design firm and designers of Smale Riverfront Park— to co-create the Playscape with the Park Board from the start.

Another direct link to Cincinnati’s history and the history of the site will be the “History Discovery Zone”—a feature to be built directly over building remnants from the 1830’s that were found at the site during archeological investigations.

“The Procter & Gamble company has a laudable history of providing substantial, even life-changing contributions to this community—each gift working to strengthen the community so that it becomes a magnet destination center,” said Willie F. Carden, Jr., Director of Cincinnati Parks. “This gift to create the P&G Vibrant Playscape is yet another stunning example of how P&G makes a difference in the lives of Greater Cincinnatians everyday.”

“On behalf of the City of Cincinnati, I extend thanks to Procter & Gamble for their continued investment in the vitality of this city,” said Roxanne Qualls, Vice Mayor of Cincinnati. “The further development of Smale Riverfront Park will enhance citizen and visitor traffic to Downtown Cincinnati.”

Over the past 175 years, Procter & Gamble has supported many vital efforts, including major contributions to the United Way, Arts Wave, community landmarks like Fountain Square, the recently renovated Washington Park, Sawyer Point Pavilion, the National Underground Railroad Freedom Center, this year’s World Choir Games and many more.

At the press conference, Ms. Healey also noted that the new **P&G Vibrant Playscape** at the John G. and Phyllis W. Smale Riverfront Park—named for the company’s former CEO and his wife to honor Mr. Smale’s gift of \$20 million to the park—will help complete the work that his generosity inspired. “There are many opportunities to invest in this community and we focus our efforts on those which benefit the community at large,” she said. “Together with the Cincinnati Parks Foundation, P&G is ensuring Cincinnati is a vibrant and growing community for generations to come.

About Procter & Gamble

This year, P&G commemorates 175 years of operations. P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About Smale Riverfront Park

The City of Cincinnati's Park Board—a long-time and much-trusted steward of our region's natural resources—is leading the construction of Smale Riverfront Park. The new 45-acre public park-- a regional attraction which will welcome millions of visitors to downtown Cincinnati—is being built with a blend of federal, state, city and private dollars. Construction of this destination park, located adjacent to The Banks development, is progressing on time and on budget. Citizens are invited to visit www.MySmaleRiverfrontPark.org to see the exciting park designs and video updates of park construction.

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P&G Media Contact:

Tracey Long
Senior Manager, P&G Brand Communications
513-238-6710

John G. & Phyllis W. Smale Riverfront Park Contacts:

Joyce Kamen
Public Information Officer, John G. & Phyllis W. Smale Riverfront Park
513-543-8109

Manda Hurdelbrink
Public Information Manager, John G. & Phyllis W. Smale Riverfront Park
513-324-8610

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