

News Release

Drive for Hope scores an “ace” for abused & neglected kids

LPGA tournament donates vehicle for NWA Children's Shelter; sponsors pitch in to fill it

ROGERS, AR (June 23, 2014) — The Walmart NW Arkansas Championship presented by P&G and several of its sponsors unleashed a big drive and scored an amazing “ace” for Northwest Arkansas Children’s Shelter by providing a vehicle to be used for picking up large donations and filling it with products needed by the abused and neglected kids in the Children’s Shelter’s care.



Jay Allen, Steve Schotta & Lotta Neumann

In an initiative dubbed the “Drive for Hope,” the Walmart NW Arkansas Championship presented by P&G donated the \$50,000 necessary for the Children’s Shelter to purchase, equip, bedeck with signage and operate the Chevrolet 3500 cutaway van (which has a 15-foot-long “graphic-wrapped” cargo box attached). Tournament sponsors P&G, General Mills, Kimberly-Clark and Mondelez International then chipped in with large “pallet-sized” product donations to fill the vehicle. The keys to the vehicle were officially presented today in a ceremony at Pinnacle Country Club, the home course of the event, by veteran LPGA player Liselotte “Lotta” Neumann, who has 13 LPGA Tour wins to her credit (including the U.S. Women’s Open in 1988) and served as the 2013 Solheim Cup captain for the winning European team.

Late last week, the Children’s Shelter “broke in” the new vehicle by picking up pallets of products from the four Drive for Hope sponsors. The vehicle was purchased and equipped with the help of the folks at Chevrolet of Fayetteville and “wrapped” in eye-catching images and messages with the help of Amp Sign & Banner of Bentonville.

“We have had a box truck on our wish list for quite some time,” explained Children’s Shelter Executive Director Steve Schotta. “It is something we have sorely needed but could not afford. We are fortunate to have fantastic support from a very generous supplier community. But when we have received calls offering large donations of several pallets of products, we have had no convenient way to pick them up. We have had to remove them from pallets load them into our old, ‘un-roadworthy’ cargo vans and stack them back on pallets when we arrived at our warehouse. This new vehicle will make that process much more efficient. It will also be very useful for our fund-raising events. Plus, the products donated by the tournament sponsors as part of the Drive for Hope will directly benefit the children in our care. It’s just one more example of our community coming through for our kids.”

“Northwest Arkansas Children’s Shelter is making a real difference in this community,” said Jay Allen, Tournament Chairman. “We are proud to help them meet a tangible need while also improving their ability to receive donations from supporters for years to come.”

Even though the overwhelming majority of the Children’s Shelter’s residents are placed there by the Arkansas Department of Human Services, state reimbursement represents only about 25 percent of the Children’s Shelter’s \$3.5 million annual operating budget.

About the Walmart NW Arkansas Championship presented by P&G

The Walmart NW Arkansas Championship Presented by P&G has become a premier stop on the LPGA Tour. June 23-29, 144 of the world's best LPGA Professionals are teeing it up at Pinnacle Country Club, competing for a \$2 million purse and a chance to be named Champion of the 2014 Walmart NW Arkansas Championship Presented by P&G.

About Northwest Arkansas Children's Shelter

Now in its 20th year, Northwest Arkansas Children's Shelter is a private, non-profit organization that provides 24-hour emergency residential care to children and teens from throughout Arkansas who are victims of abuse or neglect. The 48-bed Children's Shelter, which currently serves about 500 children per year, has served more than 7,200 children since opening its doors at Vaughn (southwest of Bentonville) in 1993. Children may stay up to 45 days in a six-month period, until they can be placed in foster care or return to their families. For more information, visit www.nwacs.org.

About Walmart

Walmart helps people around the world save money and live better – anytime and anywhere – in retail stores, online and through their mobile devices. Each week, more than 245 million customers and members visit our 11,000 stores under 69 banners in 27 countries and e-commerce websites in 10 countries. With fiscal year 2013 sales of approximately \$466 billion, Walmart employs 2.2 million associates worldwide. Find out how innovative thinking, leadership through service, and above all, our commitment to saving people money so they can live better have made us the business we are today and are shaping the company we will be tomorrow. Additional information about Walmart Stores, Inc. (NYSE: WMT) can be found by visiting <http://walmartstores.com>, and on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>.

About Procter & Gamble

Procter & Gamble serves approximately 4.8 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Ace[®], Always[®], Ambi Pur[®], Ariel[®], Bounty[®], Charmin[®], Crest[®], Dawn[®], Downy[®], Duracell[®], Fairy[®], Febreze[®], Fusion[®], Gain[®], Gillette[®], Head & Shoulders[®], Iams[®], Lenor[®], Mach3[®], Olay[®], Oral-B[®], Pampers[®], Pantene[®], Prestobarba[®], SK-II[®], Tide[®], Vicks[®], Wella[®] and Whisper[®]. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About Octagon

Octagon, (IPG: NYSE) is the world's largest sponsorship consulting practice, managing and influencing some \$3 billion in sponsorship-related spending annually. Octagon also is a pioneer and leader in athlete & personality representation and management. With more than 800+ employees worldwide, Octagon works with hundreds of blue-chip corporate clients and more than 800 athletes & personalities clients and manages more than 5,000 events per year. Octagon's Events & Hospitality team operates four professional golf tournaments, a professional bass fishing tournament and numerous first-class corporate hospitality events. To learn more about Octagon, visit: www.octagon.com.

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