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**ROCK THE CRADLE? ROCK THE HOUSE!  
 SURVEY REVEALS MOMS DAYDREAM OF SINGING STARDOM**

*SNUGGLE® Fabric Softener Invites Moms  
 to Release What's Inside by Competing in National Talent Competition*

**NEW YORK September 21, 2005** – Is the mom next door more material girl than desperate housewife? A new survey from the makers of Snuggle® fabric softener reveals that a surprising one out of three (29 percent) American moms daydream about being a rock star or singer.

Snuggle is cutting loose and encouraging moms to “release what’s inside” and enter “The Snuggle Be a Singing Scent-sation Contest.” Because Snuggle smells so good it makes you want to sing, the national competition will transform five regular moms into glamorous rocker-istas, catapulting them from the routine of their day-to-day lives to the year’s most electrifying music event in Los Angeles. These rockin’ moms will have the opportunity to perform as members of a brand-new band, *The Snuggle Scent-sations*, at Westwood One Radio’s “Backstage at the GRAMMY®s” area\* as well as attend the 48<sup>th</sup> Annual GRAMMY Awards on Feb.8.

“Many women are nervous to sing in front of other people. Once they release their inhibitions, grab a mic and belt out a tune, they find a new sense of self,” said Jodie Langel, cabaret performer and private coach. “There are so many moms with a dream out there just waiting to show the world what they’ve got.”

From Madonna to Shania Twain, it’s been proven that moms can bring up the kids

-- more --

while bringing down the house. But, while 100 percent of American mothers said that there is at least one situation in which they would be likely to sing (already, 47 percent sing in the shower and 69 percent sing while doing household chores), something is keeping them from being spontaneous and grabbing the “mic.” Only a quarter (24 percent) say they strut their stuff on the karaoke stage.

“Snuggle has always helped moms take extra-special care of their laundry, and now we want to help them take extra-special care of themselves by bringing their rock stardom dreams to life,” said Helayna Minsk, Unilever marketing director, Snuggle, U.S. “These five special ladies also will help us celebrate the five ‘scent-sational’ fragrances we have in our liquid fabric softeners and dryer sheets.”

Closet Tina Turners and Mariah Careys can enter the contest by downloading karaoke versions of five classic rock hits from [www.snuggle.com](http://www.snuggle.com) and sending in a video of themselves singing one of the tunes. Entries will be accepted from Sept. 1, 2005 to Oct. 31, 2005. Then, Snuggle is inviting America to choose the winner! Starting in December, consumers can log onto Snuggle.com and help narrow down the 10 finalists into the Snuggle Scentsations. Winners will be announced in January. Interested moms should log onto [www.snuggle.com](http://www.snuggle.com) for more information and official rules. Don’t forget to watch the 48<sup>th</sup> Annual GRAMMY Awards, February 8, 2005, Live on CBS 8PM ET/PT.

\*At this 2-day event, leading up to the 48<sup>th</sup> Annual GRAMMY Award, over 50 Westwood One Radio affiliated stations will broadcast live interviews with the biggest stars in the entertainment industry onsite at the STAPLES Center.

#### **About Snuggle**

Snuggle™, a popular Unilever laundry brand, is one of the most popular laundry brands in the country. Snuggle gets clothes wonderfully soft and fragrant with Wash to Wash Freshness™. All five scented products, Cuddle-Up Fresh®, Emerald Stream®, Sunkissed Breeze®, Botanical Bliss®, and Spring Blush® are available in liquid fabric softener and dryer sheets. Just one sniff of Snuggle’s scents will make you want to sing! For more information visit Snuggle.com.

#### **About the Snuggle Survey**

Conducted by StrategyOne, the nationwide survey polled 1,008 American women 18 years of age and older regarding spontaneity and fun. Interviews were conducted by telephone from June 9, 2005 – June 14, 2005. The margin of error for the total unweighted sample of 1,008 is ±3.1% at the 95% level of confidence. The report also analyzed a subsample of 242 mothers with children 17 or under living in their household (margin of error of ±6.3%).

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