



# Tide provides clean clothes to renew a sense of hope for families affected by disasters.

## Background

After the terrible tragedy of Hurricane Katrina forced tens of thousands of people from their homes, it became clear to Tide that during times of disaster, people turn to the most basic of human needs...including clean clothes. Tide's "Loads of Hope program" began in New Orleans within four weeks of Katrina with the creation of a mobile laundromat that provided free laundry services to Gulf Coast families in need. The program, anchored by the Loads of Hope truck that houses 32 energy-efficient washers and dryers, has the capacity to wash approximately 300 loads of laundry a day – equal to one year's worth of laundry for the average American family. Since the program's inception, Tide has partnered with the relief organization Feeding America (formerly America's Second Harvest), the nation's largest domestic hunger-relief charity.

## Our Adopted City of New Orleans

Over the three years following Katrina, Tide returned to New Orleans four times with its mobile laundry services, each time washing, drying and folding clothing for families, many of whom are still trying to recover from the effects of Hurricane Katrina. Tide enlisted support from many celebrities, from actors to musicians, to help raise national awareness about the ongoing needs of New Orleans citizens. Each lent a hand with the laundry efforts and helped restore hope to the citizens of New Orleans.

## The Growing Need for Help

Inspired by the resilience and spirit of the people of New Orleans, Tide was driven to bring "loads of hope" to other families affected by disasters around the U.S. When the Southern California wildfires occurred in 2007 and floods struck Iowa in June 2008, Tide was there washing clothes for residents as well as the many relief and volunteer workers. After Hurricanes Gustav and Ike hit Louisiana and Texas in 2008, Tide traveled to New Orleans, Baton Rouge, and Galveston to provide help. Due to the impact of this program, community organizations in areas of natural disaster now reach out to Tide to bring the Loads of Hope program to their communities. Tide was privileged to be among the first non-relief organizations granted access into areas such as Galveston, Texas to offer assistance. In 2008 Tide also added a fleet of vans to the Loads of Hope program to enable the transportation of clothing to and from local laundromats.



## Tide Loads of Hope Milestones

- Over **200,000** consumers pledged support of Loads of Hope
- Nearly **30,000** loads of laundry washed for more than **20,000** families



- **37,000** vintage t-shirts sold to benefit victims of natural disaster



## The Mission for the Future

Natural disasters are becoming more and more prevalent within the United States, with 75 disasters declared by FEMA in 2008 alone.\* This past year, more than 5 million American families were affected by natural disasters.\*\* Through our work with communities across the country, Tide has learned that little things – like clean clothes – can make a big difference to those in need. Tide and Feeding America remain committed to bringing the Loads of Hope program to those affected by disasters. For more information or to support the program by purchasing a Tide Loads of Hope vintage t-shirt, please visit [tideloadsofhope.com](http://tideloadsofhope.com).

\* Source: FEMA

\*\* Source: Feeding America

[www.tideloadsofhope.com](http://www.tideloadsofhope.com)