



## Cussons Imperial Leather Set to Lather Up the Manchester 2002 Commonwealth Games!

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Today, Britain's favourite family soap brand Imperial Leather announced its sponsorship of the XVII Commonwealth Games. The multi-million pound deal promises to add a lot of lathery fun to 10 days of top sporting achievement and great family entertainment.

The partnership sees Imperial leather become the Official Personal Care sponsor for the Games which are to be held in Manchester from 25th to 4th August 2002.

Bob Jones, Brands Director of Cussons International, makers of Imperial Leather, commented: "We are delighted to be part of one the largest events the UK has ever held. As a Manchester based company Imperial Leather is proud to support the regeneration of the area and are committed to making the Games a huge success - putting this great city on an international stage.

The Games will be watched by millions of families, not only in the UK but right across the Commonwealth, where Imperial Leather sells millions of products every year."

The Commonwealth Games is the world's largest multi-sport event outside the Olympic Games. The event will involve over 5,000 athletes and officials, from 72 countries, who will get through a staggering 50,000ml of shower gel during this sport festival!

Frances Done, Chief Executive of the Commonwealth Games added: "It's fantastic that commerce, and in particular local companies like Cussons who are based in Manchester, are uniting with the Games to make them a memorable showcase of sporting excellence that will be enjoyed by families everywhere."

The famous family soap brand has enjoyed wide spread exposure for its recent "Release the Lather" campaign. It's also well loved for the Foamburst 'dancing duck in the shower' ads and more recently, for the launch of Wake Up shower bar and Foaming Cleansing Wash.