



Commonwealth 'Fun and Games'

17 April 2002

As a Manchester based company with a presence throughout the Commonwealth countries, we are delighted to be part of the XVII Commonwealth Games, supporting both the home teams and the regeneration of the area. The 2002 Games are very much in tune with Imperial Leather's fun, family image and as Britain's favourite washing brand, we promise to add lots of lathery 'fun & games' to the 10 days of top sporting achievement.

We have been working with world-class athletes such as BBC Commentator for the Games and double Commonwealth Champion, Sally Gunnell who is an Imperial Leather Foamburst fan and helped us launch our "fun & games" programme.

As the Official Personal Care sponsors we are providing over 100,000 products from the Imperial Leather range for participants of the Games from 72 nations to help keep them feeling refreshed throughout the competition.

Providing Lots of 'Fun and Games'!

To spread the lathery fun and games even further we will be touring the UK throughout July with a huge bouncy bath, giving away thousands of Imperial Leather products. The Imperial Leather Motorbath will then be at Sportscity (where most of the events are being held) throughout the Games to give everyone another chance of trying our products and joining in the '2002 Fun and Games'.