

## **Ann Arbor, Michigan's John Seamans & His Dog Win the Spic and Span "Unleash the Clean" Photo Contest**

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### **Winner Lives Just 80 Miles from Where Spic and Span Was Invented!**

IRVINGTON, N.Y., Jul 15, 2010 (BUSINESS WIRE) --

John Seamans and his canine companion are the Grand Prize Winners in the Spic and Span(R) "Unleash the Clean" Photo Contest. The national contest sought the best photo of America's messiest pet or the mess they created, and were evaluated by a panel of judges on the basis of creativity, humor, relevance and best overall photo. As the grand prize winner, John and his pet will receive prizes including a full spring home cleaning, a day of spa pampering, as well as a day of grooming for the dog.

Out of hundreds of photos submitted, John's photo of two Springer Spaniel puppies, Bodhi and Booker from Ann Arbor, Michigan emerged victorious, entering a photo showing two mud-covered dogs creating havoc in the kitchen after returning from a dirt-filled run outside.

"Bodhi and Booker are brothers, when we let them out in the yard it's always a surprise what they'll look like when they come back in," said John. "Booker lives with my in-laws, was staying with us while they were on vacation. They have a blast together, but create serious mess inside the house and on themselves. Cleaning has never been my strong suit; dogs make it even more challenging. Winning a day at the spa for my wife and getting our home professionally cleaned will definitely get me some bonus points," he said.

Spic and Span Multi-Surface and Floor Cleaners are perfect choices for cleaning up after messy pets like these. Spic and Span(R) Sun Fresh and Citrus carry the DFE Seal--Design for the Environment, from the U.S. Environmental Protection Agency, an indication that its ingredients are family and pet friendly and safer for the environment when used as directed.

### **Winner Lives 80 Miles from Saginaw Where Spic and Span Was Invented**

The heritage of the Spic and Span brand dates back to the 1930s in Saginaw, Michigan where two entrepreneurial housewives, Naomi Stenglein and Bet MacDonald, created a better product for spring cleaning. Neither had a chemistry or marketing background, but were looking for a way to earn extra money during the Great Depression. Spring cleaning was a necessary ritual at that time because many homes had coal-fired furnaces, oil space heaters, or kerosene kitchen ranges which left a layer of dirt throughout the house, especially during the heating season when there was no outside ventilation.

Today's Spic and Span(R) comes in a variety of liquids, sprays as well as the original powder form, but the ingredients are quite different. The DFE seal on the Sun Fresh and Citrus products today means they are safer to use around family and pets, giving those responsible for home care more confidence in the products they use.

For more than 75 years, Spic and Span(R) has been a part of the way America cares for their home. Visit Spic and Span on "Facebook" to learn more.

Spic and Span is a product of The Spic and Span Company, a Prestige Brands Company, which also markets other household cleaning products such as Comet(R) Cleanser and Chore Boy(R) Scrubbers and Sponges, and Cinch(R) Glass, Kitchen and Bath cleaner.

SOURCE: Prestige Brands

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