Deb Group Kicks off Pre-registration for Happy Hands Dispenser Design Contest

Winning schools receive $500 donation; winning students awarded $200 gift card

WATERFORD, ON. — July 28, 2016 – Deb Group today announced that pre-registration is now open for its first Happy Hands Dispenser Design Contest. The program was created to promote the importance of proper hand hygiene at school in an artistic and creative manner by giving students the opportunity to design their own soap dispenser. Schools can pre-register for the contest online at info.debgroup.com/happyhands-ca through October 2, 2016.

The contest will award the winning design in each category – elementary, middle and high school - with a $200 gift card. Each winning students’ school will also receive a $500 donation. The winning designs will be custom printed for free on up-to 500 manual Deb soap/sanitizer dispensers for use at the students’ school.

“It is vital for children to understand the importance of proper hand hygiene,” said Isabelle Faivre, Vice President of Marketing, Deb North America. “As part of the contest, we’ll provide teachers with easy-to-understand hand hygiene awareness materials such as posters and other fun learning materials to educate students throughout the school year.”

The Happy Hands Dispenser Design Contest is open to all students in grades kindergarten through 12. Designs will be evaluated for visual appeal, overall design, creativity and unique design elements.

Representatives from Healthy Schools Campaign will help select 10 finalists in each category. Between January 16, 2017 and February 19, 2017, the public will be able to vote for their favorite design among the finalists. The designs receiving the most votes in each category will be announced on March 1, 2017.
“We appreciate Deb Group’s support of our Green Clean Schools program and applaud them for developing the Healthy Hands contest to educate students about the importance of hand hygiene at school and home,” said Rochelle Davis, CEO and President, Healthy Schools Campaign. “The contest will teach students proper hand hygiene techniques early on, which will help them establish lifelong hand washing habits.”

Additional details about the Happy Hands contest will be announced on Oct. 3. For more information regarding the contest, please contact Christina Alvarez at calvarez@mulberrymc.com or 214-720-5943.

About Deb Group
Headquartered in the UK and with North American headquarters in Charlotte, N.C., Deb Group provides dedicated skin care programs for a wide range of industries and organizations that value their employee and customer well-being.

In 2014, Deb Group acquired Stoko Professional Skin Care to become the world’s largest specialist occupational skin care company. The combined organization encompasses 23 companies operating in 19 countries, with Deb products used over 150 million times every day. The Deb product lines include Travabon®, Stokoderm®, Refresh™, Estesol®, Solopol®, Kresto®, Deb InstantFOAM™, Stokolan® and KrestoGT™.

In 2015, Deb Group was acquired by SC Johnson, a privately held, family company and one of the world’s leading manufacturers of household cleaning products, and products for home storage, air care, pest control and shoe care. To learn more, visit www.debgroup.com.

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