

NEWSWORTHY TRENDS

Newsworthy Trends

Cleaning Confessions

(NAPSA)—Many Americans recently came clean in an intriguing survey on how people really feel about tackling outdoor cleaning.

According to the survey, nearly a quarter of U.S. homeowners would rather go to the dentist than scrub down the deck. Given the choice, another 25 percent would pick Mrs. Doubtfire, the cross-dressing housekeeper played by Robin Williams, for help with outdoor cleaning over any other celebrity cleaning personality, including a maid with mob appeal, *The Sopranos'* Lilliana.

"Whether you have an entire cast helping or—like most of us—it's just you and a bucket, the trend toward more outdoor living and entertaining is putting new demands on maintenance," said John Schlesinger, Clorox Bleach brand manager. "Many people are demanding the same clean conditions outside that they require for the inside of their homes."

The demand has most people tackling jobs they would rather avoid, like cleaning out the garbage can. It topped the survey list of least favorite things to clean. Still an overwhelming 69 percent of those polled would rather roll up their sleeves and clean the cans than toss them in the garbage and buy new ones.

For most respondents, cleaning isn't the only problem. Finding the right cleaning products for outdoor jobs can be just as daunting. Sixty-two percent of respondents say they have not been completely satisfied with the outdoor cleaners they have used in the past. It didn't take long for cleaning companies to look at the numbers and see the need.

The Clorox Company recently introduced Clorox Outdoor Bleach



Among the things people least like to clean: garbage cans, the outside of the house and the driveway, patio, sidewalk or walkway.

Cleaner, a bleach-based cleaning product specifically developed to clean and care for a variety of outdoor surfaces. It can eliminate tough stains, Schlesinger says, and has the power to clean dirt and grime on everything from decks to outdoor furniture. Clorox Outdoor Bleach Cleaner is specially formulated to be safe on metals and plastics.

Here are a few tips to keep in mind while cleaning outdoors this season:

- Clean debris out of your gutters and ensure that downspouts are free of obstructions so water can flow freely. Make sure downspouts direct water away from the house to help keep water out.
- To minimize pet odors, use a bleach cleaner on outdoor kennels and other pet areas.
- Carry all your cleaning supplies outside in a bucket so you don't have to make a lot of trips back inside.

Whatever your opinion, you can find useful cleaning information at www.clorox.com.