

America's Heritage

Gently Cleaning America's Great Homes

(NAPSA)—Home is where the heart is. And the heart of our country's history and culture lies within the homes of Americans from coast-to-coast.

To gently clean America's great homes—in an effort to preserve our country's history—Queen of Clean® Linda Cobb, *New York Times* best-selling author and cleaning expert, has teamed up with the National Trust for Historic Preservation and the makers of ARM & HAMMER® Baking Soda. The partnership's mission—exemplified on the Caring Clean Across America Tour—is to heighten the importance among Americans to preserve and protect the history and value of their homes.

The five-city tour begins in Washington, D.C.—a city filled with historic sites—where the Clean Team will gently clean one of the historic homes in the beautiful Dupont Circle neighborhood. The tour will continue over the next several months, making stops to visit and gently clean historic homes in Chicago, Phoenix, San Francisco, and Dallas.

Greg Coble, National Trust vice president of business and finance, said, "The National Trust is dedicated to saving America's places and heritage. The importance of preservation in our society is being recognized by more Americans, and we're proud to partner with ARM & HAMMER on this campaign."

Amid the spectacular architecture and antique adornments, the journey will take them into each room of the house where they will also offer historic points and



A gentle cleaning will help uncover some of the history in America's great homes.

unique time and money saving cleaning tips, while the Clean Team gently cleans it from top to bottom.

"ARM & HAMMER Baking Soda can be used to clean many things in the home, from stovetops and countertops to floors and drains, giving homeowners a safe and effective solution for almost all of their cleaning needs," says Cobb. "It is a pure, inexpensive, multi-purpose product that cleans and deodorizes without scratching."

"We are thrilled to be partnering with the National Trust and hope that our campaign results in increased efforts among Americans to preserve our history—primarily through careful cleaning of their homes and communities," said Melissa Martin, ARM & HAMMER Baking Soda brand manager at Church & Dwight.

For more information about the Caring Clean Across America campaign, visit the National Trust's Web site at www.nationaltrust.org, or ARM & HAMMER's Web site at www.armhammer.com.