

newsworthy trends

Cleaning Up America's Communities

(NAPSA)—By getting the dirt on window cleaning, one cleanup team recently put some extra sparkle in America's communities.

The nonprofit organization SHiNE (Seeking Harmony in Neighborhoods Everyday) and SC Johnson, the makers of Windex®, joined forces to “Team Up to Clean Up.” In select cities across America, Team Windex, a mobile cleaning team consisting of city officials, residents, SHiNE youth and expert window cleaners, worked together in a community effort to clean glass and other surfaces.

Based on the number of surfaces cleaned, SC Johnson made a donation to SHiNE of \$30,000.

Susan Olsen, better known as Cindy Brady of the long-time TV favorite, *The Brady Bunch*, helped kick off the team effort in Chicago, by joining in to clean prominent landmarks, schools and underserved communities.

“I've always valued organizations that take an interest in helping to improve our cities and neighborhoods,” said Olsen.

As the tour traveled to Boston and Philadelphia, Aida Turturro of the HBO hit series *The Sopranos* was on hand to help with the community cleaning.

The results of a recent survey on window cleaning may also help communities clean up.

According to the Windex Come Clean survey, streaks drive more than two-thirds of Americans (69 percent) into a glass-cleaning frenzy and nearly half (47 percent) of the respondents ranked window cleaning their least favorite household chore. Most survey respondents (79 percent) thought window cleaning would be easier with a wipe.

New Windex Glass & Surface Wipes are a quick and easy way to clean glass and other hard sur-

69%

Percent of Americans driven crazy by streaks

47%

Percent of Americans who ranked window cleaning their least favorite chore

40%

Percent of Americans who prefer cleaning the floor to cleaning the windows

33%

Percent of Americans who prefer dusting to cleaning the windows



faces, and provide the convenience of having the wipe and glass cleaner combined into one easy, resealable package.

For more information about the success of the Windex and SHiNE “Team Up to Clean Up” events log onto www.windexglasscleaner.com. Or visit www.shine.com.

Four Tips To A “Streak-Free Shine” Every Time

- Wash windows in the morning and avoid washing them on sunny days. Sunlight can heat up windows causing the washing solution to dry too quickly.
- For a convenient way to get a “streak-free shine” in the car, grab a pack of new Windex Glass and Surface Wipes.
- Dirt left on windows over time becomes harder to remove and sometimes can etch the glass causing permanent damage.
- Wash the inside of windows from left to right and the outside from top to bottom, so you know which side of the glass is streaked.

