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Manchester FD To Have Strength And Softness With Charmin

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New Hampshire - Charmin has come to the rescue of Manchester firefighters by helping protect their bottoms -- along with the bottom line. Last week the Ohio-based company donated one year supply of toilet paper, or 960 rolls, which it claims should be enough of the little white squares to wipe the backsides of 20 firefighters for a calendar year. The retail value of that donation would be \$518.80 if the department purchased the same amount and the same two-ply grade at a nearby retailer like Wal-Mart.

"We're very appreciative of this donation," said Manchester Deputy Fire Chief Daniel Goonan. "The shipment arrived last week, and we distributed it to our firehouses throughout the city. Every little bit helps, and everyone was glad when these rolls of toilet paper came in."

The donation, which arrived in Manchester last Wednesday, is part of the Charmin Relief Project for firefighters and is a nationwide effort to give rolls of the bathroom necessity to one firehouse in every state.

That's nearly 50,000 rolls to firehouses in all 50 states.

The Charmin Relief website summed up the effort this way: "We're helping the butts of those who protect our butts."

"We heard stories of firehouses across the country that could use a little help due to insufficient funds or other constraints," said Scott Mautz, regional brand director, in a press release. "We want to help the brave men and women who put their behinds on the line day in and day out for others -- America's firefighters."

Charmin asked consumers to share stories of firehouses in their communities that were experiencing sub-par bathroom conditions and in need of relief, according to the release.

It received more than 1,000 comments about firehouses in need through social media, including 13 comments relating to firehouses in New Hampshire on its Facebook page, according to Jay Gooch, communications manager for Procter & Gamble.

Charmin picked one firehouse in each state that could use the extra help because of insufficient funds or other constraints. Firehouses serve as a second home to firefighters, who often work 24-hour shifts

In 2012, Charmin donated more than 70,500 rolls of toilet paper to Detroit firefighters after news reports that firefighters were buying toilet paper with their own money. In January 2014, it donated 10,000 rolls of toilet paper to Moonachie Fire Department in New Jersey, which was being rebuilt after Hurricane Sandy.

This is the first time the company has donated toilet paper to firehouses across the country at the same time.

Charmin also will select five firehouses across the U.S. to receive a bathroom mini-makeover "to transform homely to homey and pull in elements inspired from firefighters' own homes," according to the release.

Written by Paul Feely

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