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**National Focus On Healthy Hand Hygiene & Swine Flu Generates a New Product
to Help Parents Make Sure Kids Are Washing The Right Way!**

Deerfield, IL (August 10, 2009) - While hand washing is a simple precaution we can all take in the fight against swine flu – the question for parents is “Are your kids washing their hands ***the right way?***” Now parents can answer “yes” - making it fun and easy to get their kids to wash their hands healthier – with the Disney Musical Hand Wash Timers from Healthy Hands (www.GetHealthyHands.com) - launching just in time for National Clean Hands Week, September 20-26, 2009 which has been established by the Clean Hand Coalition and the U.S. Soap & Detergent Association.

Pediatricians, the Centers For Disease Control (CDC), and other experts are published daily in articles with guidelines for washing your hands. The Disney Musical Hand Wash Timers fit on any liquid soap pump dispenser and feature kids’ favorite Disney characters and music along with flashing lights to encourage kids to wash their hands for 20-25 seconds (the CDC recommended wash time to eliminate germs to a level that will lead to better hygiene). Best of all, parents won’t have to change the brands of soap they know and trust because the patented timer design fits on all standard soap brands – including wide and thin nozzle brands.

Popular tunes are tied to classic characters – like Disney Princess Ariel, the Little Mermaid, whose timer plays “Under The Sea”; or race car Lightning McQueen, whose timer plays “Real Gone” from the Disney/Pixar movie Cars. With the Disney Musical Hand Wash Timer, the natural action of pushing down on the pump to dispense soap triggers the music to play. Each unit will get more than 1,000 uses – which is a lot of hand washing!

"I've worked for years talking to my patients about healthy hand hygiene" said Dr. Allan Robinson, founding partner of Suburban Pediatric Associates one of the largest pediatric practices in Cincinnati, Ohio, and Former President of the Cincinnati Children's Hospital Medical Staff. "I'm a major supporter of new and innovative ways for parents to get their kids washing their hands longer, and the Healthy Hands Musical Hand Wash Timers are a great approach."

Parents have regularly tried to find "tricks" to get their kids to wash longer – sing "Happy Birthday" or say your A-B-C's twice, there's no need for that anymore.

"I look for simple solutions that really work" said Beth Rosen, mother of 3 from Deerfield, Illinois and founder of The Media Moms. "The Disney Musical Hand Wash Timers are great! Now kids will find the fun in washing their hands, and more importantly, they'll be cleaner and have a healthy habit established for life."

The Disney Musical Hand Wash Timers from Healthy Hands will be available for sale at www.GetHealthyHands.com and select retailers starting in September – just in time for back to school. Celebrate National Clean Hands Week in September and EVERY WEEK, and help teach your kids a healthier way to wash their hands!

About Healthy Hands

Healthy Hands Musical Hand Wash Timers are produced and marketed by SLAM dunk LLC, a strategic licensing and marketing company that works with a wide variety of licenses and products to create dynamic offerings both for itself and its clients. The Disney characters and music titles are all used under license from Disney Consumer Products and Walt Disney Music respectively.