



PRESS RELEASE

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SoapBox Launches Liquid Hand Soap Nationwide At 300 Target Locations

With Each Bottle Sold, SoapBox Continues Mission to Donate a Month of Clean Water to Those in Need

Alexandria, VA (Wednesday, April 23) – In its first nationwide launch, SoapBox Liquid Hand Soaps will be available for \$3.99, at 300 Target store locations beginning this week. For every bottle sold, SoapBox will donate a month of clean water development through their charity partner, RainCatcher.

The 11-ounce bottles debut in four different varieties: Pomegranate, Citrus Melon, Black Sea and Lavender. As always, SoapBox Soaps are free of parabens, phthalates, EDTA and contain natural shea butter.

“Shelf space is tight at Target and we’re excited to have SoapBox featured at 300 locations nationwide,” said David Simnick, CEO and Co-Founder of SoapBox. “We look forward to bringing our mission and quality products to Target’s customers as well as empowering them to make a difference in the world. The more bottles sold, the more we can give to those who need it most.”

SoapBox is currently available in various Whole Foods regions, Harris Teeter, Giant Eagle The Fresh Market, and Vitamin Shoppes, along with thousands of other stores throughout the country, all while having only landed its first store placement in March of 2012. Following today’s nationwide announcement with Target, SoapBox’s products will be launching at various Kroger banners, Costco Roadshows as well as various other leading national and regional grocery outlets.

“It truly is quite humbling,” says Daniel Doll, COO & President of SoapBox. “We started with nothing but a dream to make the world a better place through selling everyday, quality items. Now Target has given us the chance to take this mission to a much bigger level and we’re excited about turning SoapBox into a household name.”

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SoapBox: A social-mission personal care company with a mission to empower customers with the ability to make the world a better place through every day, quality purchases. Every time someone buys one of their products, SoapBox donates either a bar of soap, water development through RainCatcher, or vitamin supplements through Vitamin Angels to children in need both in homeless shelters/food pantries here in the United States and to various countries abroad. Their products are sold in Target, The Fresh Market, various regions of Whole Foods, Harris Teeter, Vitamin Shoppe, Giant Eagle, Earth Fare, New Seasons, and thousands of other stores across the country.