



*A Walk in My Shoes*, a new movie presented by P&G and Walmart, will premiere on NBC on Friday, December 3, 2010. The movie is part of the Family Movie Night initiative, launched last April by P&G and Walmart in response to research revealing that parents across America are seeking more entertainment that they can enjoy with their family.

**This new made-for-TV family movie continues to build on the success of the first two Family Movie Night initiative films:**

- The two previous movies, *Secrets of the Mountain* and *The Jensen Project*, were a hit with parents and kids alike. More than 7.5 million viewers tuned in to watch *Secrets of the Mountain* and the DVD is the best selling made-for-TV movie ever sold at Walmart. The success continued with *The Jensen Project*.
- As a result of the first two movies, P&G brands experienced sales increases and received hundreds of letters from parents with positive feedback asking for more family-oriented programming.
- *A Walk in My Shoes* – starring Nancy Travis, Philip Winchester and Yara Martinez – will take viewers on an inspirational journey, as they experience how families can come together and face adversity.
- *A Walk in My Shoes* will include co-advertising between Walmart and P&G that has proven to increase trip and purchase intent, featuring a single family creating “family moments.”
- As with the first two films, music mogul Randy Jackson produced the movie soundtrack for *A Walk In My Shoes*, with music from hot artists, such as Michael Johns, Judgement and Walking In Space.

## About *A Walk in My Shoes*:

- *A Walk in My Shoes* is supported with a fully integrated marketing plan designed to create an estimated 1.5 billion impressions leading up to the movie. Walmart and P&G have collaborated to create tune-in plans that include PR/media, social/influencer outreach, NBC promos, print, a strong word-of-mouth campaign, and digital components leveraging Facebook, YouTube, Yahoo, P&G brands and Walmart assets. Additionally, Walmart is supporting the movie through in-store messaging and their November 28 circular, which will feature P&G brands.
- P&G and Walmart will continue bringing family movies to television through the Family Movie Night initiative throughout 2011.
- For more information on this made-for-TV family movie, visit [www.awalkinmyshoes.com](http://www.awalkinmyshoes.com).

## Air & Release Dates:

*A Walk in My Shoes* will premiere Friday, December 3, 2010 at 8 PM Eastern/7 PM Central on NBC. A 2-disc DVD + CD soundtrack will be available December 4, 2010 exclusively at Walmart.

### Contacts

Jeannie Tharrington  
Procter & Gamble Productions  
513.698.4607  
[tharrington.jm@pg.com](mailto:tharrington.jm@pg.com)

Walmart Media Relations  
1.800.331.0085  
[MediaRel@wal-mart.com](mailto:MediaRel@wal-mart.com)