

Procter & Gamble Relief Operations

Following Hurricane Sandy, P&G deployed the P&G Mobile Relief Center, Tide Loads of Hope, and the Duracell Power Forward fleet. P&G worked with ARC to identify the best locations for these relief convoys and to place them near ARC shelters and sites.

P&G is a global, publicly traded Fortune 500 company and the largest consumer packaged goods company in the world. The company encompasses 50 brands, including Tide and Duracell. P&G started responding to disasters in 1972 following Hurricane Agnes.

The P&G Mobile Relief Center

The P&G Mobile Relief Center became operational one week after Sandy made landfall in Union Beach, New Jersey. The Center contained bathroom and shower facilities, and offered personal care kits as well as household goods such as paper towels, cleaning supplies, and baby products to victims.



**The P&G Mobile Relief Center
(Source: P&G)**

Following the Center's deployment, the P&G Disaster Relief Coordinator stated, "This is the second time we have deployed the Center and are looking forward to making a meaningful difference... We will be leveraging our retail partnerships to set up in multiple locations in order to reach as many communities and people as possible."

As of November 21, 2012, over 23,000 personal care kits had been made available to thousands in need. In addition, Center staff had distributed 10 truckloads of goods to victims in difficult-to-reach areas such as Staten Island, New York.

The Tide Loads of Hope

The Tide Loads of Hope truck was deployed to Eatontown, New Jersey, four days after Sandy made landfall. The truck housed 32 energy-efficient washers and dryers. Over 100 people were waiting in line to drop off laundry by six the next morning, and more than one thousand loads were collected that first day. By November 21, 2012, Loads of Hope staff had washed, dried, and folded almost 2,900 loads of laundry and donated more than 10,000 bottles of Tide to areas throughout the Northeast.



**Survivors at the Loads of Hope site
in Eatontown, NJ (Source: P&G)**

The Duracell Power Forward Fleet

To address widespread power outages after Sandy, Duracell deployed the Duracell Power Forward Community Center in Battery Park, New York, as well as its Rapid Responder four-by-four truck. The Duracell Center and truck distributed batteries, provided cellphone and laptop charging services, and offered Wifi internet access to victims free of charge.



**The Duracell Rapid Responder
Truck (Source: P&G)**

During the three weeks following the storm, these assets distributed over 125,000 batteries and charged approximately 1,000 cellphones and other devices for Sandy victims. In particular, the roaming ability of the Rapid Response truck in New Jersey

and New York enabled Duracell staff to reach the most hard-hit communities where roads were flooded and the transportation infrastructure was either damaged or inoperable.

REFERENCES

American City Business Journals. *Procter & Gamble providing Relief To Hurricane Sandy Victims: Slideshow*. 13 Nov 2012.

<http://www.bizjournals.com/cincinnati/blog/2012/11/procter-gamble-providing-relief-to.html>

Edison Electric Institute. *Utility Crews Redeploy to Areas in Need as Part of Unprecedented National Response*. 1 Nov 2012.

<http://www.eei.org/newsroom/pressreleases/Releases/Pages/121101.aspx>

Fahey, Jonathan and Mayerowitz, Scott. The Associated Press. *As Blackouts Linger, Northeasterners Try To Adjust*. 31 Oct 2012.

<http://finance.yahoo.com/news/blackouts-linger-northeasterners-try-adjust-220200751.html>

MikeBloomberg.com. *New Yorkers Without Heat from Hurricane Sandy Urged to Move Immediately*. 20 Dec 2012.

<http://www.mikebloomberg.com/index.cfm?objectid=BA44E9C6-C29C-7CA2-FE914BAE2417A426>

Procter & Gamble. *Hurricane Sandy: P&G People, Brands Continue Bringing Relief Where We Can*. 21 Nov 2012.

<http://news.pg.com/blog/duracell-power-relief-truck/hurricane-sandy-pg-people-brands-continue-bringing-relief-where-we->

Procter & Gamble. *P&G Brings Mobile Relief To Those Impacted By Hurricane Sandy: P&G Relief Center, Tide Loads and Hope and Duracell Deploy To Northeast*. 6 Nov 2012.

<http://news.pg.com/blog/disaster-relief-efforts/pg-brings-mobile-relief-those-impacted-hurricane-sandy>

Procter & Gamble. *Procter & Gamble Brings Mobile Relief to Victims of Hurricane Sandy with P&G Relief Center, Tide Loads of Hope, and Duracell Power Forward*. 5 Nov 2012.

<http://news.pg.com/press-release/pg-corporate-announcements/procter-gamble-brings-mobile-relief-victims-hurricane-sandy>

DISCLAIMER

Lessons Learned Information Sharing (LLIS.gov) is the Department of Homeland Security/Federal Emergency Management Agency's national online network of lessons learned, best practices, and innovative ideas for the emergency management and homeland security communities. The Web site and its contents are provided for informational purposes only, without warranty or guarantee of any kind, and do not represent the official positions of the Department of Homeland Security. For more information on *LLIS.gov*, please email feedback@llis.dhs.gov or visit www.llis.gov.