

Tremendous Response for Dettol's 100% Attendance Program

Posted on



Betram Paul Head of Marketing, Reckitt Benckiser, awarding the grand prize to the winner Madushani Kumarasinghe.

Reckitt Benckiser, marketers of the Dettol products announced that their '100% Attendance Program' launched to coincide with World Health Day in 2005 has generated a tremendous response.

The programme required students below the age of 12, who had recorded 100% school attendance during the preceding school year to fill out a coupon published in newspapers, get it certified by their principals and send it to Reckitt Benckiser.

Asif Jiffry, Brand Manager for Dettol stated that he was surprised by the enthusiasm with which the programme was received and of the large number of entries they got. The names of all successful applicants were published in the newspapers on Universal Children's Day and received a Dettol 100% Attendance Medal and a certificate by Reckitt Benckiser.

The names of all applicants qualified for a draw where the prize was a state of the art Personal Computer. The winner was Madushani Kumarasinghe from Kurunegala who received her prize from Betram Paul, Head of Marketing, Reckitt Benckiser. The 100% Attendance programme, which is meant to encourage students to attend school with zero absenteeism, is a part of the social responsibility projects of Reckitt Benckiser.