

# A New Campaign To Celebrate Dependability

(NAPSA)—While some say it's getting harder to find someone or something that you can depend on, others believe that dependability can still be found.

Often, they contend, we find it when we least expect it. That's why they believe that it's important to recognize and celebrate dependability when it comes around.

## Recognizing Dependability

One brand that's committed to recognizing dependability in a variety of ways is Maytag.

For example, it recently sponsored an online survey conducted by Harris Interactive that asked over 2,400 adults what or who is the most dependable, aside from themselves. Five percent of U.S. adults selected technology while 42 percent chose their spouse.

The survey also found that 43 percent of U.S. adults believe that products are less dependable now than they were in the past.

## The Human Touch Is Key

Another way in which the brand is acknowledging dependability is by identifying four Boys & Girls Clubs professionals as the very human faces of dependability and recognizing them in a national print campaign.



**One major brand is making a significant effort to recognize dependability and encourage others to recognize it as well.**

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Maytag also believes that whether it's the person who bags your groceries perfectly every time or the washing machine you've counted on for years to wash your favorite shirts, it's time to look for, appreciate and acknowledge dependability when we see it.

As a result, the brand is encouraging Facebook users to recognize someone who's dependable in their lives by adding that person to the Faces of Dependability gallery on the brand's Facebook page.

To learn more, visit [www.maytag.com](http://www.maytag.com) and [www.facebook.com/maytag](http://www.facebook.com/maytag).