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Whirlpool Brand and Award-Winning Artist Hunter Hayes Reveal "Care is Musical" Contest Winner's Performance in National Ad

19-Year-Old New Jersey Native Recognizes Grandmother's Care in Touching Musical Tribute

BENTON HARBOR, Mich., Feb. 6, 2015 /PRNewswire/ -- Whirlpool brand and triple-threat entertainer Hunter Hayes reveal the winning performance of "You Are My Sunshine" that will be part of a 60-second commercial airing in front of tens of millions of people. Selected from more than 400 submissions around the country, Alex Bell's winning performance is an extraordinary "thank you" to her grandmother for her tireless love and support. This is the inspiration behind Whirlpool brand's Every day, care™ campaign, which honors the pivotal yet often unnoticed value caregivers provide their families by doing chores like washing, cooking and cleaning.



"Music is a powerful way to celebrate the people you care for and who care for you," said Hayes. "I hope Alex's grand gesture inspires others to find unique ways to express their appreciation."

The 19-year-old New Jersey native submitted an emotional tribute to her late grandmother Veronica, who was diagnosed with dementia in 2010. "You Are My Sunshine" was Veronica's favorite song and despite her advanced dementia — which left her unable to recognize her loved ones at times — the sound of her granddaughter singing the song triggered her memory.

"My grandma cared through it all - she was there to see me succeed and support me when I failed," said Bell. "When I was a kid, I took a lot of the little things she did for granted, so it's great to be able to finally thank her."

"Simple acts of cooking, cleaning and washing may feel tedious and insignificant, but the hundreds of submissions prove that this care has the power to shape who we are," said Jon Hall, senior brand manager Whirlpool brand. "Alex's beautiful tribute is proof that every act of care we give helps the people we love, become people who love."

To learn more about the Every day, care™ campaign, visit Whirlpool.com/everydaycare and follow @WhirlpoolUSA.

About Whirlpool Brand

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations - whether that means most flexible refrigerator storage for all types of family needs, induction

technology for efficient cooking and easier cleaning or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for over 15 dedicated years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand, please visit Whirlpool.com/everydaycare or find us on Facebook at facebook.com/whirlpoolusa or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at whirlpoolcorp.com.

About Hunter Hayes

Hailed as a "country-rock-blues guitar hero in the making" by the *Los Angeles Times*, Hunter Hayes is an award-winning singer, songwriter and multi-instrumentalist who roared onto the music scene in 2011 with his Platinum-selling, No. 1 self-titled debut album on Atlantic Records. With three No. 1 singles already under his belt (including the multi-Platinum smash "Wanted," "Somebody's Heartbreak," and "I Want Crazy"), Hayes delves into deeper material on his new album, *Storyline*. He recently wrapped his successful *Tattoo (Your Name) Tour* and will hit the road with Lady Antebellum and Sam Hunt for the *Wheels Up Tour 2015* starting in May. Visit www.hunterhayes.com / @HunterHayes.



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