

# For the Third Consecutive Year ENSUENO, PINALEN, PINOL and CLORALEN Donate \$25,000 to Help Find a Cure for Childhood Cancer

HOUSTON, Texas, Dec. 8, 2015 (SEND2PRESS NEWSWIRE) – For the third consecutive year, AlEn USA join forces with Curing Children’s Cancer Fund and donates \$25,000 to provide financial support for some of the country’s leading pediatric cancer researchers.

“AlEn USA cleaning products help consumers have a better quality of life in their homes and our commitment goes beyond developing the most innovative and efficient household cleaners,” said CEO Colleen Akehurst.

She added, “We are committed to help find a cure for childhood cancer and thanks to our brands Ensueno®, CLORALEN®, Pinalen® and Pinol® we created the campaign Clean to Cure™ and thousands of dollars have been raised and donated since 2013. The results of the cutting-edge research are shared with physicians around the world and benefit the children under their care.”



## **AlEn USA:**

AlEn USA is the North American subsidiary of one of the most recognized companies in the household cleaning industry in Mexico: Industrias AlEn. Since its beginning in 1949, Industrias AlEn has pioneered the development of well-known consumer brands that have been able to breed strong heritage in the Mexican market.

Brands such as Cloralex® (CLORALEN® in United States) ENSUENO®, PINALEN® and PINOL®. Industrias AlEn has eight manufacturing plants and over 30 products including bleaches, cleaners, powder detergents, liquid laundry soaps, fabric softeners and dishwashers.

One of its corporate values is to generate sustainable growth based on best practices of social responsibility, striving to protect the environment and make more efficient use of natural resources for the benefit of present and future generations. For more information visit <http://www.alenusa.com/>.

On YouTube: <https://www.youtube.com/user/PinalenProducts>.

### **Curing Children's Cancer Fund:**

The mission of the Curing Children's Cancer Fund is to find a cure for childhood cancer by providing financial support for some of the country's and the world's leading pediatric cancer researchers. To donate please visit <http://www.Clean2Cure.com/>.

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