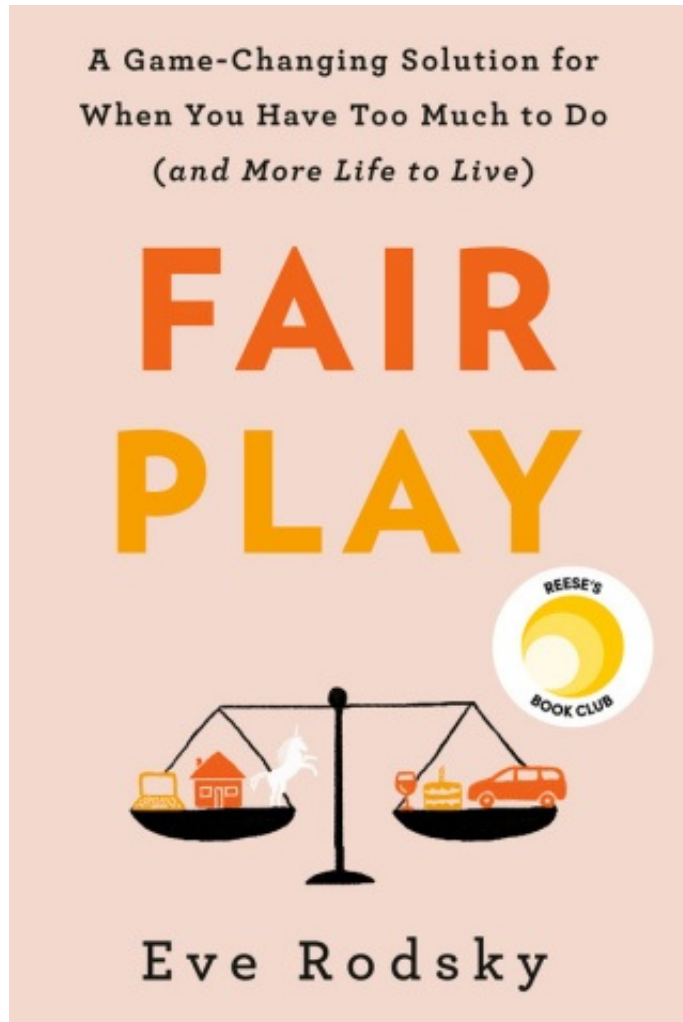


**Hello Sunshine and P&G Announce Partnership on NY Times Bestselling Book Fair Play**  
Thursday, November 07, 2019 02:00:00 PM (GMT)

Reese Witherspoon's media company Hello Sunshine and P&G have partnered on New York Times Bestselling Author Eve Rodsky's first book *Fair Play*. The partnership brings *Fair Play*'s groundbreaking system of rebalancing the domestic workload between partners to new audiences through video, podcast, live event and branded content — all continuing the mission of helping women step more fully in the world by getting their partners to step more fully into the home.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191107005581/en/>



Reese Witherspoon's media company Hello Sunshine and P&G have partnered to bring New York Times Bestselling Author Eve Rodsky's first book, *Fair Play*, to new audiences. (Graphic: Business Wire)

"With their deep commitment to gender equality, P&G and their brands are the perfect partners to help continue *Fair Play*'s mission of rebalancing domestic life and fostering a cultural conversation that is long overdue. With P&G's support, we are excited to bring *Fair Play* to audiences and consumers in new ways in this next phase and are so grateful to the entire P&G team for their visionary commitment." – Sarah Harden (CEO, Hello Sunshine)

"At P&G, we believe in equality, and we're determined to advance equality in the workplace and our world. It makes our business better. It makes our communities stronger. An equal world is a better world for all of us. And we know that equality at work is easier when there's equality at home. We're very excited about our partnership with Eve and Hello Sunshine, and we're certain *Fair Play* will help couples and families find solutions to share responsibilities at home — and that's a win for everyone." – Carolyn Tastad (Group President North America, Global Sales Officer & Executive Sponsor Gender Equality, P&G)

"I'm beyond humbled and excited to be working with P&G and Hello Sunshine to help bring the ideas of *Fair Play* to an even bigger audience. When I teamed up with Hello Sunshine on *Fair Play*, I could have only imagined how much this book would resonate with audiences. I'm excited to work with P&G to bring our collective goal of improving gender equity at work and home to life beyond the pages of the book." – Eve Rodsky (Author, *Fair Play*)

As part of the collaboration, Hello Sunshine and P&G brands including Tide, Downy, Charmin, and Bounty have produced a video series and podcast called *In All Fairness* that will roll out this month in which Rodsky sits down with some familiar faces about values, invisible work, and how to implement the *Fair Play* system into their lives. Guests include [Whitney Port](#), [Tanika Ray](#), Lance Gross, Catt Sadler, and Shan Boodram. Episodes will be distributed on the Reese Witherspoon x Hello Sunshine YouTube channel and cross promoted on P&G and Hello Sunshine's social channels. Episodes can be found [here](#).

Additionally, P&G's support has enabled audiences across the US and internationally to be exposed to the

themes of *Fair Play* with Rodsky speaking at P&G offices in Cincinnati, Minneapolis, Boston, and London and P&G providing custom playing cards that facilitate partners to play the game. Hello Sunshine and P&G are also working on a campaign with cultural influencers to get more people engaged in and understanding how to use *Fair Play* in their everyday lives.

*Fair Play* was released through G.P. Putnam's Sons on October 1, 2019 and debuted on the New York Times bestseller list. The book was also chosen as the October pick for Reese's Book Club. *Fair Play* is a revolutionary system for rebalancing the domestic workload between partners, putting an end to the imbalance of "invisible work" that women do regardless of whether they work outside the home. *Fair Play* is a first-of-its-kind collaboration with Reese Witherspoon's Hello Sunshine media company, and Rodsky has been personally tapped by Witherspoon as an expert on this topic for a new generation of women and men. More information can be found at [fairplaylife.com](http://fairplaylife.com).

### **About Hello Sunshine**

Hello Sunshine is on a mission to change the narrative for women. A media brand anchored in storytelling, Hello Sunshine tells stories big and small across all platforms. It produces scripted and unscripted television, feature films, podcasts, audio storytelling and digital series, all putting women at the center of the story. Hello Sunshine is also the home of Reese's Book Club, which celebrates distinctive women protagonists, both real and fictional, who anchor stories of agency and transformation. TV projects include *The Morning Show* which debuted on Apple TV+ this November and season two of HBO's Emmy-Award winning series *Big Little Lies*, which premiered on the premium network in June 2019. Upcoming scripted series include *Little Fires Everywhere* (Hulu), limited series *Daisy Jones and the Six* (Amazon), *Truth Be Told* (AppleTV+) and *Kin* (Starz) as well as unscripted series *The Home Edit* with Clea Shearer and Joanna Teplin for Netflix. Feature film projects that have been announced include *A White Lie* (Tristar), *The League of Wives*, *Where the Crawdads Sing*, *Eleanor Oliphant is Completely Fine* (MGM) and *Legally Blonde 3* (MGM). Hello Sunshine has also inked a multi-picture deal with Warner Media's new streaming service, HBO Max, to develop and produce a slate of Romantic Comedies centered on smart, charming, multifaceted female characters that ultimately elevate women and the genre as a whole. As part of their partnership with Audible, Hello Sunshine is producing original audio content exclusively for the platform from three extraordinary women including the recently released, first-person memoir from music-industry veteran, Sophia Chang and the upcoming stories from Judge Rosemarie Aquilina, and comedian-activist Maysoon Zayid. Recently, Hello Sunshine announced the launch of their Kids & Animation Division with the goal of creating content that celebrates a younger audience, shining a light on where girls are right now and helping them chart their path forward.

### **About P&G**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. P&G aspires to build a world free from gender bias with an equal voice and equal representation for all individuals. Through their powerful voice in advertising, P&G brand campaigns like Always #LikeAGirl, Olay #FaceAnything, and Secret #AllStrengthNoSweat are sparking conversations that motivate change. P&G is helping remove barriers to education for girls and economic opportunities for women while also creating an inclusive, gender-equal environment inside P&G – and advocating for gender-equal workplaces beyond P&G - where everyone can contribute to their full potential. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20191107005581/en/>

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