

**Whirlpool Corporation Joins The "It Gets Better" Movement**  
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**Leading appliance manufacturer posts video in support of LGBT youth**

BENTON HARBOR, Mich., Oct. 11, 2011 /PRNewswire/ -- In honor of National Coming Out Day, Whirlpool Corporation's employees posted a video to share an "It Gets Better" message with LGBT youth who are struggling with bullying and self-acceptance.

(Logo: <http://photos.prnewswire.com/prnh/20110404/NY75862LOGO> )

The [It Gets Better](#) campaign focuses on inspiring LGBT youth to overcome bullying and harassment, and hopes to prevent teen suicide as a result. The movement collects video submissions from individuals and organizations with a common theme -- it gets better. The message is meant to encourage these young people to seek help if they are in crisis, and to provide hope that life will get better.

For 100 years, Whirlpool Corporation has focused on improving lives one home and one family at a time. The It Gets Better campaign supports that focus by addressing a problem that damages or destroys home and family life. Together, Whirlpool Corporation and the It Gets Better campaign strive to create an environment in which every person, everywhere, can support equality and contribute to the future and success of today's youth.

Whirlpool Corporation has earned a 100 percent score on the Human Rights Campaign (HRC) Corporate Equality index for more than seven years. The index scores companies on the policies and practices related to lesbian, gay, bisexual and transgender employees. Those companies like Whirlpool Corporation who receive a 100 percent are featured on the HRC Best Places to Work list; a list that is reviewed by Wall Street, top talent and the company's competition.

For 100 years, Whirlpool Corporation has achieved great things with character and integrity, from building time- and labor-saving innovations to creating diverse and inclusive working environments. And its next century of opportunity is solidly based on the fact that - It Gets Better.

See Whirlpool Corporation's It Gets Better video: <http://whr.pl/n5x5Q6>.

**About Whirlpool Corporation**

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).

**About Whirlpool Corporation's 100th Anniversary**

Founded on November 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. The company is driven by the belief that everyone needs a comfortable place to call home and has a 100 year history of creating better ways of cooking, cleaning, refrigerating and storing. Whirlpool Corporation is focusing on improving lives one home at a time.

SOURCE Whirlpool Corporation

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