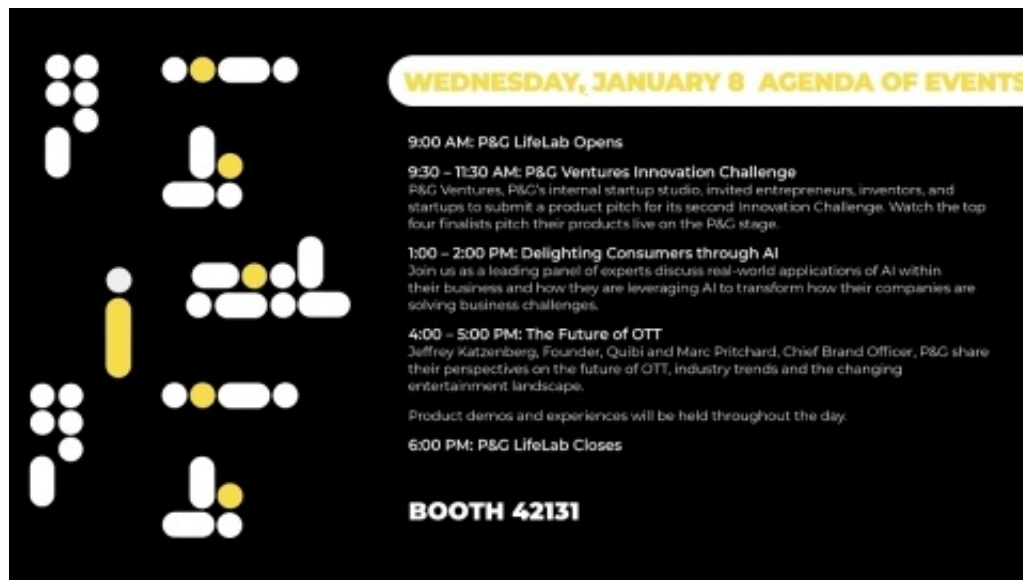


**CES Day Two: P&G Spots Future Entrepreneurs, Advances Diversity in Tech and Drives Creativity to Reinvent Consumer Experiences**  
**Wednesday, January 08, 2020 03:00:00 PM (GMT)**

Procter & Gamble (NYSE: PG) today will continue efforts to recruit and develop innovative entrepreneur partners, advocate for greater diversity and inclusion in technology-led industries and share a roadmap for leveraging creativity that can enhance everyday consumer experiences.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20200108005490/en/>



Additionally, the company will invite entertainment visionaries into the LifeLab for a provocative conversation that examines how new methods of media consumption are shaping the future of multichannel entertainment, and what that means for brands and consumers.

Program Highlights

[P&G Ventures Innovation Challenge Finalist Competition](#) – 9:30 a.m. PT

P&G continues efforts to recruit and develop innovative entrepreneur partners, advocate for greater diversity and inclusion in technology-led industries and share a roadmap for leveraging creativity that can enhance everyday consumer experiences. (Graphic: Business Wire)

P&G Ventures, the Company's early-stage startup studio, presents the second annual Innovation Challenge, where exceptional entrepreneurs will pitch lifechanging products on stage. The winner of the 2020 Innovation Challenge will receive \$10,000 to be used toward the development of their product.

Finalists will present groundbreaking technologies, businesses, or capabilities that contain a fast-moving, consumable product to improve the way people care for their families, clean their homes, and live healthier lives.

The live pitch competition will be held in the LifeLab exhibit in the Smart Homes Marketplace at the Sands Expo, booth number 42131, and streamed live at [www.pgllifelab.com/live-stream](http://www.pgllifelab.com/live-stream).

[C-Space Storytellers Keynote](#) – 10:30 a.m. PT

P&G's Chief Brand Officer Marc Pritchard will share how the next decade will bring exponential changes in innovation and a great leap forward in creativity. Pritchard will share a road map for how P&G is leading constructive disruption through innovation, new creative partnerships and brand building to reinvent the consumer experience.

This will be held at the Aria Hotel, Mariposa Ballroom (Level 2) and is available for viewing via the Consumer Technology Association live stream.

[Perception is Everything: Why Visibility for Women is Key to Closing Tech's Gender Gap](#) – 6:00 p.m. PT

Building on the company's commitment to gender equality and inclusion, P&G's VP of Oral and Health Care

R&D Lisa Ernst joins a panel discussion with The Female Quotient on closing the gender gap and driving diverse partners in STEM.

The discussion will also include leaders from The Ad Council, Lyft, EY and Women in Autonomy. P&G is an ongoing supporter of The Female Quotient, which is bringing its focus on metrics-based approaches to advancing gender equality and visibility for women in the workplace to CES this week in its Equality Lounge.

[Cutting the Cord and Beyond: The Evolution of Content Consumption](#) – 4:00 PM

Throughout the day, in the P&G LifeLab exhibit, presentations and panel discussions include a featured session between Marc Pritchard and Jeffrey Katzenberg, CEO, Quibi, on how over-the-top programming is changing the future of entertainment.

Join P&G at CES in the Smart Homes Marketplace in the Sands Expo (#42131) or online at [www.PGLifeLab.com](http://www.PGLifeLab.com) to see a live stream of all sessions.

### About Procter & Gamble

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®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

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