

## Wilton-based Sun Products Featured on Celebrity Apprentice Sunday Night Local residents join the cast on behalf of 'all' laundry brand

Household cleaning is steady business for The Sun Products Corporation based in Wilton, CT. The maker of 'all' laundry detergent recently created almost 200 new jobs in Fairfield County. Now it's taking its 'all' brand to celebrity heights, with creative marketing by its brand team that includes an episode on Donald Trump's Celebrity Apprentice. Tune in to NBC on Sunday night at 9pm to see Sun Products associates and local Darien residents, Kevin Keating and Shannon Silsby, in action. Keating and Silsby join the celebrity cast as 'all' laundry ambassadors, doling out an assignment for teams to tackle on behalf of their innovative 'all small & mighty' brand. Keating explains, "all small & mighty is an amazing detergent, with our most concentrated cleaning power, and we wanted to get the word out. What better way than to task celebrity teams with creating a vehicle to do this?" Silsby promises a highly entertaining episode, with a special video encore, and a chance to win the 'all' Celebrity Apprentice Sweepstakes. Visit [www.all-laundry.com](http://www.all-laundry.com) to watch the video and find great savings on 'all' products.



Pictured above from left to right are Donald Trump, Jr., Shannon Silsby, Donald Trump (Executive Producer), Kevin Keating, and Ivanka Trump. Photo by Alli Goldstein, courtesy of JMBP, Inc. © 2009 All Rights Reserved.