

# Ten Cleaning Gurus Offer Cleaning Ideas in Eureka's Capture+™ Complete Clean Contest

Vacuum the dryer's lint trap, dip Q-tips in bleach to reach small spaces and clean to the beat of your own music. Who said cleaning wasn't fun? Certainly not the winners of Eureka's Capture+ Complete Clean contest. Ten winners recently cleaned their way to fame at capturedirt.com by submitting quirky cleaning tips and entertaining action shots.

Eureka captured America's most "Complete Cleaners" to celebrate the launch of the company's new upright vacuum, Capture+. Compulsive cleaners submitted creative cleaning tips and photographs throughout the duration of the ten week contest to win a new Capture+ vacuum, providing new ways for cleaners across the county to make the most of cleaning duties with a little unconventional advice.

"Throughout the contest, we were amazed at how many great entries we received from across the country. At Eureka, we invent products for the way people clean everywhere, so we are excited to share the interesting tips we learned from 'Complete Cleaners' out there," said John Zigament, Senior Director Marketing for Eureka.

The ten "Complete Cleaners" offered the following tips to save time and have fun while achieving a complete clean at home:

## Time Saving Tips

- Use vacuum attachments to clean the dryer lint trap once a week. This will keep lint from accumulating, save energy and dry your clothes faster.
- Foam action bathroom cleaner is the easiest way to tackle grease, grime and fingerprints off of painted doorframes and formica cabinets.
- Clean the microwave by putting two cups of water with one tablespoon of lemon juice in the microwave for five minutes on high. Let it set for two minutes and then wipe down the inside with a damp sponge.
- Dip Q-tips in bleach or water to get hard-to-reach areas around faucets or the corners of the windows.
- Start at the top and work your way to the bottom and use newspaper to clean glass without streaking.
- Use commercials as cleaning time and challenge yourself to see how much you can get done in between. It's all about speed.

## Cleaning Fun for Everyone

- Make cleaning fun and get the kids involved. Make it a game to engage the kids and they will drop anything to help out.
- To make cleaning fun, wear a walkman or put on a CD and dance while you clean. Don't forget to have the right tools, it will help you get the job done right.

- Enlist help from the kids and make a 'chore of the day.' We use Monday for dusting and Tuesday for vacuuming.
- When cleaning, put on HGTV to get decorating and home ideas at the same time.

So, take it from some Eureka cleaners, get the kids involved and dance the tango. Cleaning doesn't have to be a chore.



The first winner of the Complete Cleaners" contest stated, "To make cleaning fun, I will wear my walkman, play a CD and dance while I clean. Every two to three months I do a complete Spring-type of cleaning in my home and can't move into another room until every crack and crevice is wiped down. I find like in any other profession, having the right tools really helps you get the job done right."

**EUREKA** 100% CAPTURE+  
COMPLETE CLEANERS CONTEST

Home Contest Entry About Capture+ Winner's Circle

Are you a Complete Cleaner?  
Do you spend hours and hours cleaning every surface and room in your house?  
Do you have the ultimate cleaning tip or family secret to share?  
Do you have a cleaning style you call your own?  
Then you might have what it takes to be one of our Capture+ Complete Cleaners!

Win your very own Capture+ vacuum now!

Calling All Complete Cleaners!  
Submit your favorite cleaning tip and a photo of you "captured" in the act of cleaning and you can win the Capture+ vacuum and be featured in the weekly Winner's Circle.

**ENTER NOW!**

Enter now to be one of America's Complete Cleaners!

**THE NEW CAPTURE+ FROM EUREKA**  
The new Capture+™ upright vacuum is the "complete clean machine" designed to capture dirt others don't on more surfaces and to improve indoor air quality. It's the must-have machine for any Complete Cleaner.

**capture+**

The capturedirt.com website: Print ads drove consumers to capturedirt.com to enter their cleaning tips and win a new Capture+ vacuum.