



**SNUGGLE® INVITES AMERICA TO ‘SHARE A SNUG™’ THIS VALENTINE’S SEASON**  
*Send your Valentine a Personalized Video Card and Help Snuggle Bear Attempt the  
GUINNESS WORLD RECORDS® record for 5,000 Hugs in Eight Hours*

**WILTON, Conn. (Feb. 3, 2015)** – Nothing captures the spirit of Valentine’s Day like a hug, a simple yet deep display of affection that carries none of the pressure of wining-and-dining or last minute gifts. This year, Snuggle® is helping America get back to the most genuine and heartfelt of acts: The Snug, which Snuggle defines as like a hug but with more love.

The iconic Snuggle Bear, created from the imagination of Jim Henson’s Creature Shop, will offer snuggling tips and help people share a Snug leading up to Valentine’s Day through a variety of social media channels – all rallying around #shareasnug. In addition, in a rare appearance on Feb. 13, 2015, Snuggle Bear will offer Snugs to New Yorkers on a roving SnugMobile and attempt a GUINNESS WORLD RECORDS® record for hugging.

As one of the fastest growing brands in the fabric conditioning category, Snuggle softens both hearts and laundry. Just in time for Valentine’s Day, the brand is launching the new pink variant of Snuggle Liquid Fabric Softener and Dryer Sheets, Fresh Spring Flowers™.

“Snuggle’s mission of making the world a softer place is more relevant and important than ever, and Valentine’s Day is the perfect time to celebrate it with a Snug,” said Bibie Wu, vice president of marketing, Snuggle. “Spreading Snugs really captures the true spirit of the holiday. We can’t think of a better spokes-bear to carry the message of reaching out and connecting than Snuggle Bear – not just today, but everyday throughout the year.”

The SnugMobile comes at a time when more and more people are looking to connect by snuggling up to each other. Professional cuddling services and even social media apps and online matching services are emerging that connect people through their mutual interest in hugs and Snugs.

Anyone who would like to #shareasnug won’t want to miss any of this snuggly soft action:

- Launching today, the **Snuggle Valentine Video Card** is available on [share.snuggle.com](http://share.snuggle.com) and allows people to choose from more than 400 names spoken by Snuggle Bear and five different video messages for friends and loved ones shareable on Facebook, Twitter, e-mail and accessible via desktop and mobile platforms.
- Snuggle Bear will hit the streets of Manhattan on a **SnugMobile** to attempt a **GUINNESS WORLD RECORDS** record title of the ‘most hugs given by a puppet in eight hours’ on Feb. 13, 2015. Snuggle Bear will make stops all over the city, including Times Square and Columbus Circle, to invite people on board the snuggly soft bus, to share a Snug, take a Snuggle selfie, and receive a free plush Snuggle Bear to take home. Follow along on [Facebook](https://www.facebook.com/snuggle), [Twitter](https://twitter.com/snuggle) and [Instagram](https://www.instagram.com/snuggle) to join in the Snugs.

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For the past 30 years, Snuggle has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Join him as he brings his mission of softness to the streets of New York on February 13. Visit [www.snuggle.com](http://www.snuggle.com), like Snuggle on [Facebook](#) and follow on [Twitter](#) and [Instagram](#) for more information.

### Suggested Tweets:

- @Snuggle\_Bear invites people to #ShareASnug. Send a personalized video valentine featuring Snuggle Bear at [share.snuggle.com](http://share.snuggle.com)
- Snuggle Bear arrives in NYC on 2/13 for a Valentine's Celebration on the SnugMobile! Follow @Snuggle\_Bear for more details. #ShareASnug

### About Snuggle

As a leader in the fabric conditioning category for more than 30 years, Snuggle® has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Recognized by its iconic Snuggle Bear, which was created by Jim Henson's Creature Shop, birthplace of The Muppets and Sesame Street puppets, Snuggle offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and scent boosters. Snuggle is manufactured by The Sun Products Corporation and is available at major retailers including most food, drug, mass, club and dollar stores. For more information, visit [www.snuggle.com](http://www.snuggle.com) or [www.facebook.com/snuggle](http://www.facebook.com/snuggle).

### About The Sun Products Corporation

The Sun Products Corporation, headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of approximately \$2 billion, the Company's portfolio of products are sold under well-known brands that include all®, Snuggle®, Wisk®, Sun®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America. For more information visit: [www.sunproductscorp.com](http://www.sunproductscorp.com).

### About Guinness World Records

GUINNESS WORLD RECORDS (GWR) is the universally recognized global authority on record-breaking achievement. First published in 1955, over 132 million copies – and 3 million e-books – have been sold in 20 languages, in more than 100 countries. Since then, the internationally renowned brand is also available across a number of platforms; GUINNESS WORLD RECORDS global television shows are watched by over 750 million viewers annually, over half a million subscribe to the GWR YouTube channel, the global website receives 14 million viewers annually and has over 8 million fans on Facebook.

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