

## **Snuggle® Bear Warms Up Frigid New York City With Snugs But Misses The Guinness World Record® For Most Hugs In Eight Hours**

*His Genuinely Heartfelt Snugs, Which Took More Time than Expected, Trumped the Need to Break the Record Aboard the SnugMobile*

WILTON, Conn., Feb. 14, 2015 /PRNewswire/ -- It was the kind of challenge that could only come from Guinness World Records: 5,000 hugs in eight hours, equating to 625 hugs in each hour and ten hugs per minute. Whatever the math, it required a lot of fast hugging. And while Snuggle Bear was up to challenge, kicking off at 6:45 a.m. this morning and ending at 2:45 p.m., his soft and snuggly nature won out over setting the record. Instead, Snuggle Bear provided deeper and more meaningful displays of affection by giving out Snugs, which is like a hug but with more love.

The GUINNESS WORLD RECORDS® on-site judge who counted each and every hug—or Snug, as Snuggle describes them, said, "No matter how many times we reminded Snuggle Bear to speed it up, he took his time and shared a lengthy Snug with each and every person who boarded the SnugMobile. I've never seen anything like it – his genuineness and Snuggly soft character certainly made up for it in the end. He may have not broken the record today, but he's a champion in the hearts of everyone he met."

As the Snuggle® Share a Snug™ campaign wraps up, here **are some snuggly stats just in time for Valentine's Day:**

- The SnugMobile distributed **15,000 Snuggle Bears** on the streets of Manhattan
- **30,000 Snuggle Valentine Video Cards** were created via share.snuggle.com
- **10,000** people used #shareasnug
- Snuggle Bear is keeping the love going following his 30<sup>th</sup> birthday celebration last year

Snuggle Bear was created from the imagination of Jim Henson's Creature Shop. 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™.

For the past 30 years, Snuggle has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Visit [www.snuggle.com](http://www.snuggle.com), like Snuggle on Facebook and follow Snuggle Bear on Twitter and Instagram for more information.

### **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.