



**Snuggle® Celebrates National Teddy Bear Day with a Small Act of Kindness
And Invites You to Join Along with #ShareABear**

*A Long-time Leader in Softening Laundry and Hearts Donates 5,000 Snuggle Bears
Through Starlight Children's Foundation*

WILTON, Conn. – September 8, 2016 - Almost every kid and kid-at-heart can remember with fondness their very first teddy bear. For teddy bear fans of all ages, tomorrow (September 9th) is particularly special as National Teddy Bear Day ushers in a day of cuddles, smiles and memories. It is also the favorite day of the year for Snuggle Bear, the iconic mascot of one of the fastest growing brands in the fabric conditioning category. With its mission of making the world a softer place, Snuggle is bringing even more joy and meaning to National Teddy Bear Day with #ShareABear, a campaign that encourages people to soften hearts by sharing their love of teddy bears.

A long-time supporter of National Teddy Bear Day, the Snuggle brand recognizes the importance and positive impact that these “snuggle buddies” can have on people’s lives. Studies have found that hugging a teddy bear helps soothe anxiety, and brings comfort and reassurance¹. Especially in times of need, you can never underestimate the power of a soft and snuggly teddy bear. Throughout the month of September, Snuggle is inviting you to #ShareABear by sharing stories, memories and pictures of you and your loved ones with a teddy bear. As part of the movement, Snuggle will donate 5,000 bears through Starlight Children’s Foundation, a non-profit organization, to help brighten the days of children in need.

Starlight Children’s Foundation works closely with more than 700 community partners around the nation including hospitals, specialty clinics, camps and respite houses to improve the quality of children’s lives and the lives of their families by providing entertainment, education and innovative technology.

“Snuggle has always believed that a small act of kindness and love can have a big impact,” said Bibie Wu, Vice President of Marketing, Snuggle®. “That’s why on National Teddy Bear Day we are partnering with Starlight Children’s Foundation to donate 5,000 Snuggle Bears to those who need it the most. And we’re inviting everyone to post their photos and videos with #ShareABear to help us spread the happiness.”

To kick off its campaign and celebration, Snuggle Bear visited NYC Health + Hospitals/Harlem to brighten children’s hearts and bring smiles to their faces with Snuggle Bears and good cheer. NYC Health + Hospitals/Harlem is one of many community partners with whom Starlight Foundation partners to help improve children’s lives. “For a child spending time in the hospital, the simple gift of a teddy bear can provide a much-needed sense of warmth, comfort and joy,” said Amy Stillion, Starlight Senior Director of Impact & Philanthropy. “We are so grateful for the support of Snuggle, whose generous donation of their iconic Snuggle Bears will brighten the lives of thousands all across the United States.”

As part of the #ShareABear celebration, Snuggle is offering everyone a way to get their very own Snuggle Bear for free! Be on the lookout for the September 11th Sunday circular for an offer for a free Snuggle Bear with the purchase of participating Snuggle products. Follow Snuggle on [Facebook](#), [Twitter](#), and



[Instagram](#) for more information and join the Bear Den at snuggle.com/BearDen for special Snuggle content, offers, and prizes. Visit www.starlight.org and follow Starlight on [Instagram](#), [Twitter](#) and [Facebook](#) for more information.

¹Koole, S. L., [Sin](#), M. T. A., & Schneider, I. K. (2014). Interpersonal touch alleviates existential concerns among individuals with low self-esteem. *Psychological Science*, 25, 30-37.

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 or 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. As of September 1, 2016, The Sun Products Corporation is a wholly owned subsidiary of Henkel Consumer Goods Inc. Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Henkel markets a wide range of well-known consumer and industrial brands in North America including Persil® and Purex® laundry detergents.

About Starlight Children's Foundation

Starlight brings happiness to critically, chronically and terminally ill children. We believe that every child deserves to experience the excitement, wonder and joy of childhood – because a sick kid is still a kid at heart. Starlight offers programs that provide entertainment, education and innovative technology to hospitalized children and their families. Founded in 1982, Starlight is an award-winning 501(c)3 nonprofit that supports children and families in the US, Canada, Australia and the United Kingdom. Learn more at www.starlight.org and follow Starlight on [Instagram](#) and [Facebook](#) at /StarlightChildrensFoundation and on [Twitter](#) @StarlightOnline.

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