



**SNUGGLE® INVITES YOU TO #SHAREABEAR TO CELEBRATE NATIONAL TEDDY BEAR DAY & THE MONTH OF SEPTembeAR!**

*Snuggle Bear Kicks SeptembeAR off with a Small Act of Kindness that Will Have a Big Impact on Children in Need*

**WILTON, Conn. (September 9, 2015)** – Do you remember receiving your first teddy bear and the joy and companionship that it brought you? No one understands this feeling better than Snuggle Bear, who has been softening laundry and hearts for over 30 years. Snuggle’s mission to make the world a softer place is especially meaningful as we celebrate National Teddy Bear Day today.

Small acts of kindness make a big difference. So starting today, and throughout the month of SeptembeAR, Snuggle is spreading joy and brightening people’s day through the simple, heartfelt act of giving away teddy bears through #ShareABear. Snuggle is encouraging everyone to take part in the #ShareABear movement by sharing a photo, video or story of you and a special teddy bear in your life. As part of the movement, Snuggle will donate 5,000 bears through [Random Acts](#), a non-profit organization, to help brighten the days of children in need.

To kick off the effort, Snuggle surprised some special friends with a snuggly act of kindness - <https://youtu.be/OLylfnfAsqI>, sharing teddy bears to help celebrate his favorite holiday and to encourage others to #ShareABear.

The positive effects of teddy bears are well documented, providing people with a rare companionship that very few other things can match. Particularly during times of sickness or stress, they can bring comfort and reassurance. And, at any age, holding a teddy bear can trigger a release of “feel good” hormones<sup>1</sup>.

“As one of the fastest growing brands in the fabric conditioning category, Snuggle is focused on making the world a softer place,” said Bibie Wu, Vice President of Marketing, Snuggle. “So it’s no surprise that SeptembeAR is one of Snuggle’s favorite time of the year. SeptembeAR is a month to celebrate the special place teddy bears have in our hearts, and we are proud to celebrate with activities that capture the warm and snuggly spirit of the brand.”

Snuggle surveyed over 5,500 consumers to discover the true importance of the teddy bear in people’s lives. Results showed:

- 73% of people had a teddy bear as their first stuffed animal
- 38% still sleep with their teddy bear but won’t tell their friends!
- 71% still find comfort in their bear when sick
- 54% have passed down a teddy bear to a child or loved one
- 44% of people own more than four teddy bears!

[Random Acts](#) is a global non-profit organization, now celebrating its 5th anniversary, which aims to conquer the world, one random act of kindness at a time. Its network of child-focused charities

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<sup>1</sup> Tai, Kenneth; Zheng, Xue; and Narayanan, Jayanth. Touching a Teddy Bear Mitigates the Negative Effects of Social Exclusion. (2011). Social Psychological and Personality Science. , 2(6) , 618. Research Collection Lee Kong Chian School Of Business.

includes, but is not limited to: [Children's Aid Society](#), New York; [People Serving People](#), Minnesota; [HELP of South Nevada](#) and [Bradley Angle](#), Oregon.

“We are excited to partner with Snuggle to make National Teddy Bear Day a truly special day for children in need,” said Cinde Monsam, Executive Director of Random Acts. “Thanks to Snuggle Bear, we will be delivering 5,000 acts of kindness, and we can’t think of a better time to honor #ShareABear than on National Teddy Bear Day.”

Visit [www.snuggle.com](http://www.snuggle.com), like Snuggle on [Facebook](#) and follow on [Twitter](#) and [Instagram](#) for more information.

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#### **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](https://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 Random Acts**

Random Acts is a US-based, global nonprofit that strives to conquer the world, one random act of kindness at a time. Working with volunteers around the world, Random Acts encourages people of all ages to perform their own acts of kindness wherever, and whenever, possible. Random Acts believes that every individual can be a catalyst for positive change in the world and in their own life; everyone deserves to be treated with respect; each person can make a positive impact within their social network and community; kindness breeds kindness, and finally that being kind is fun!

Random Acts promotes participation in acts of kindness all over the world. By running key programs throughout the year to inspire action, we mobilize individuals and groups to come together to help improve the overall well-being of their local communities.

#### **Media Contacts:**

##### **Current Lifestyle Marketing**

Alicia Clarke

212-445-8402

[aclarke@talktocurrent.com](mailto:aclarke@talktocurrent.com)

##### **Sun Products**

Kathryn Corbally

203-254-6762

[Kathryn.Corbally@sunproductscorp.com](mailto:Kathryn.Corbally@sunproductscorp.com)