



## Sun Products Helps Families in Need this Holiday Season

*Makers of Trusted Laundry Brands all®, Wisk® and Snuggle® Donate Laundry and Dish Care Products, and Snuggle Bears to NBC's Today Holiday Gift Drive.*

**WILTON, Conn. (Dec. 18, 2015)** – With the holiday season upon us, [The Sun Products Corporation](#) is pleased to donate laundry and dish care products, together with 15,000 Snuggle Bears, to the Today Show's 22nd annual Holiday Gift Drive. Sun Products' four year commitment to this effort exceeds \$1.3 million in product donations and 75,000 Snuggle Bears, making many families' holidays a little merrier and a lot brighter.

"Monthly and daily financial priorities are stressful to parents and for families, and this is especially true during the holidays. With more than 2,000 associates who care about the communities where we live and work, Sun Products understands the burden the holidays may impose," commented Ed Vlacich, President National Brands and Chief Marketing Officer, Sun Products. "By providing laundry and dish care products to families in need we hope to ease some of their financial burdens and in turn raise spirits so that their holidays are a bit more special."

"Through Snuggle Bear's mission to 'make the world a softer place' we hope that our donation of Snuggle Bears will brighten children's holidays, and spread a little cheer every day of the year." continued Vlacich.

Since 1994 *Today's Holiday Gift Drive* has helped more than 4 million underprivileged children, distributing about \$395 million in donations to more than 180 organizations across America and to U.S. military bases abroad. By providing much needed household care essentials to families in need, Sun Products' donation of laundry and dish care products aligns with the Company's mission to "make everyday lives better."

In addition to *Today's Holiday Gift Drive*, Sun Products supports many community programs focused on health, education and family welfare through employee volunteerism as well as monetary and product donations. In September, Sun Products donated 5,000 bears to Random Acts, a non-profit organization, to help brighten the days of children in need, as part of the Snuggle brand's #ShareABear campaign.

### **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 \$1.6 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).

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