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FOR IMMEDIATE RELEASE

**BOYDS® BEARS LAUNCHES NATIONAL “HEARTS OF GOLD” CONTEST
HONORING VOLUNTEERS**

Winner Announced During April’s National Volunteer Week; Grand Prize Winner Will Have Boyds Bear Created in their Honor, \$1,000 Prize Donated to Not-for-Profit of Their Choice

ITASCA, Ill., (Feb. 17, 2014) – [Boyds Bears](#) is looking for the nation’s top volunteers with the launch of their national “Hearts of Gold” contest. Do you know someone who volunteers their time and want to recognize their selfless contributions? Perhaps your friend regularly helps out at the local food pantry or your neighbor is part of the volunteer fire department? Enter them in our contest!

The Grand Prize winner’s volunteer efforts will be recognized with the creation of a Boyds Bear in their honor. In addition to receiving the very first bears produced, Enesco will make a \$1,000 contribution to the not-for-profit organization of the winner’s choice. Nominations will be accepted Feb. 17, 2014 through March 14, 2014.

Entry is easy; visit www.boydsstuff.com, complete the form and submit online or via mail. Semi-finalists will be announced in late March, and the [Boyds Bears](#) judging committee will open voting via Facebook. Consumer votes cast via Facebook will count towards the final winner selection. The winner will be announced during National Volunteer Week, April 6 – April 12, 2014.

“National Volunteer Week is the perfect way for us to reward those who tirelessly volunteer their time to worthy causes or organizations,” said Lisa Winter, senior brand manager of Enesco. “Plus, creating a new bear inspired by real life volunteers aligns with our brand philosophy and lifestyle focus.”

Individuals who nominate others must complete an entry form, which includes a 250-word description of why their nominee should win. Nominees must volunteer their time, and may not be compensated in any manner.

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Boyds Bears “Hearts of Gold” Contest – Add One

For decades, Boyds Bears has created plush and resin bears from different walks of life.

“Boyds Bears’ extensive assortment offers wonderful gift options for that someone special,” Winter added. Each plush bear is hand-trimmed and made with multiple fabrics, and the majority of Boyds Bears are jointed and can be posed.

For more information, visit www.boydsstuff.com.

About Enesco

Boyds Bears is a brand of Enesco, LLC, a global leader in the gift, plush toy and home décor industries, serving more than 40,000 customers worldwide. Enesco gift products include some of the world’s most recognizable and emerging brands including Jim Shore, Disney, Department 56, BRITTO, Vera and lil’panda. Enesco distributes its products to a wide variety of specialty card and gift retailers, home décor boutiques, department stores, as well as large national chains and direct mail retailers. For more information, visit: www.enesco.com.

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