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**FOR IMMEDIATE RELEASE**

**NATIONAL VOLUNTEER WEEK: BOYDS® BEARS ANNOUNCES NATIONAL “HEARTS OF GOLD” CONTEST WINNER HONORING VOLUNTEERS EVERYWHERE**

ITASCA, Ill., (April 9, 2014) – To recognize the 60 million Americans who volunteer annually, [Boyd's Bears](#) today announced the winner of its “Hearts of Gold” contest search for outstanding volunteers in the United States.

Marcie Frishberg of Brooklyn, New York, is an animal activist and was selected as the “Hearts of Gold” contest winner, based on her work with Rabbit Rescue and Rehab and NYC Metro Rabbit.

Since 2006, Frishberg has spent hundreds of hours helping find homes for abandoned house rabbits. As part of her volunteer efforts, Frishberg trains other volunteers to take care of rabbits awaiting homes, makes home visits to ensure rabbit welfare and responds to calls about rabbit care and illness. She also has worked with the NYC Animal Care and Control, a public shelter, to take care of the rabbits left there, and to facilitate adoptions. To underscore her commitment to animal welfare, Frishberg is also in the process of becoming a licensed rabbit educator at large, through the national House Rabbit Society.

“We were overwhelmed with the stories of volunteerism throughout the country,” said Lisa Winter, senior brand manager for Enesco. “Our team was captivated by Marcie’s efforts, because of her dedication to animals who have no other voice in the world.”

As the winner of the contest, Frishberg will have a Boyds Bear created in her honor, and designed to recognize her rabbit welfare efforts. In addition to receiving the very first bears produced later this year, Enesco will make a \$1,000 contribution to Rabbit Rescue and Rehab.

Nominations for the contest were accepted Feb. 17, 2014 through March 14, 2014. For decades, Boyds Bears has created plush and resin bears from different walks of life. 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](http://www.boydsstuff.com).

**About Enesco**

Boyd's 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 and Our Name is Mud. 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](http://www.enesco.com).

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