



## **Cuddl Duds Partners With K.I.D.S./Fashion Delivers For 3<sup>rd</sup> Annual National Hug Day Campaign**

**New York, NY...January 2017** – In honor of National Hug Day on January 21, **Cuddl Duds** is partnering with **K.I.D.S./Fashion Delivers** for the 3<sup>rd</sup> annual #CuddlHug campaign to help benefit children and families impacted by poverty and tragedy.

On Friday, January 20, **Cuddl Duds** will kick off the campaign by posting a special #CuddlHug photo on Facebook ([www.facebook.com/cuddlduds](http://www.facebook.com/cuddlduds)) and Twitter (@CuddlDuds). From Friday, January 20 through Monday, January 23, for each 'share' on Facebook and 'retweet' on Twitter of the photo, **Cuddl Duds** will donate \$1.00 to **K.I.D.S./Fashion Delivers** (up to \$20,000).

"The **Cuddl Duds** brand logo features our "*Huggie*" trademark, which was created to capture the feelings of warmth, comfort and delight. This feel-good campaign encourages everyone to share the positive benefits of a hug, in addition to helping you feel good, too, by giving back to charity," said Mark Sandler, president, Komar Layering.

In addition, **Cuddl Duds** will also pledge to donate one new clothing item to **K.I.D.S./Fashion Delivers** for each order placed on [cuddlduds.com](http://cuddlduds.com) from Friday, January 20 through Monday, January 23. **K.I.D.S./Fashion Delivers** will again help to distribute the product, this year specifically to Northside Center for Child Development ([www.NCCD.org](http://www.NCCD.org)), a New York City-based nonprofit that provides expert behavioral, mental health, education and enrichment programs to children and families living in poverty.

"We are delighted to celebrate the goodwill of National Hug Day," said Lisa Gurwitch, president of **K.I.D.S./Fashion Delivers**. "The positive spirit of the hug campaign is an easy one to embrace, and by directly supporting the moms and kids of NCCD with the donation of **Cuddl Duds** products, we hope to encourage them to continue to rise up and thrive."

### **About K.I.D.S./Fashion Delivers**

K.I.D.S./Fashion Delivers, Inc., a 501 (c)(3) non-profit organization, unites retailers, manufacturers, foundations and individuals to provide new merchandise to children, families, and people impacted by poverty and tragedy. Excess product, including apparel, accessories, shoes, home furnishings, toys, books, school supplies and other items, deliver hope and dignity to people in need through a network of community partners. For more information, visit [www.donateproduct.com](http://www.donateproduct.com).

### **About Cuddl Duds®**

At Cuddl Duds®, layering is a lifestyle. As the leading brand in warm layering, Cuddl Duds® offers the ultimate in cozy comfort without unnecessary bulk. Cuddl Duds® takes pride in being at the forefront of textile innovation, performance technologies and modern styling. For over fifty years, Cuddl Duds® has provided women with the latest essentials to build the foundations of a year-round layering wardrobe, and continues this legacy with brand extensions for men, kids and toddlers too. For more information, visit [www.cuddlduds.com](http://www.cuddlduds.com).

### **About Komar**

Established in 1908, Komar is a global consumer apparel company, specializing in the design, marketing, sourcing and distribution of sleepwear, loungewear, intimates, and layering products. The company is an industry leader across a diverse range of competitive retail categories. Komar is proud to represent more than 100 lifestyle brands and licenses through their retail partners, which sell worldwide at every price point. For more information, visit [www.komarbrands.com](http://www.komarbrands.com).

### **Komar Corporate Contact:**

Alexandra Karcev, Marketing & Communications  
212.725.1500 x246  
[alexandra.karcev@komarbrands.com](mailto:alexandra.karcev@komarbrands.com)

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