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Russell Stover + RedRover “Paws4Love” for Valentine’s Day *Partnership Highlights Human Animal Bond And Ways to Express Love*

Sacramento, CA – RedRover and Russell Stover Chocolates proudly partner to remind others to “Paws4Love” and express how much they care for their two-legged and four-legged loved ones. Russell Stover has selected RedRover to be featured on limited-edition chocolate bars and signature heart boxed chocolates during the 2018 Valentine’s Day season to help raise awareness for the animal charity. These special treats will feature Lilly, Gabriel and Chance, animals helped through the RedRover Relief grant program.

Russell Stover Chocolates is rooted in the importance of giving back and is expanding their philanthropic reach by partnering with RedRover to further their vital work on behalf of animals. Their generous \$50,000 donation will help bring more animals from crisis to care and support RedRover’s mission to strengthen the human-animal bond. To highlight this partnership, RedRover is launching the Paws4Love contest today, encouraging pet owners to capture the bond with their beloved pet in a fun 30-second or less video. The contest runs from January 16 - February 14.

RedRover President and CEO Nicole Forsyth said, “We are excited to join forces with Russell Stover, a truly iconic chocolate brand, and are so thankful for their generous donation to help us care for more animals. Our Paws4Love contest is a reminder that animals need love too, so we encourage animal lovers to submit videos that capture the special ways they express their love for their animal friends.”

These limited-edition chocolates are available for purchase at www.russellstover.com and retailers nationwide, including: AAFES, Albertsons, Bi-Lo, Big Y, Dierbergs, Food City, Giant Eagle, H-E-B Grocery, Hy-Vee, Kroger, Publix, Rite Aid, Savemart, Woodman’s Market and many more.

“We are thrilled to partner with RedRover, said Russell Stover Brand Manager Hilary Butler. Not only do we bring awareness to animals saved by the organization, but each product will carry a message of support for their mission to bring animals from crisis to care.”



The contest is open to all ages; video submitters must have a shipping address within the United States or Canada. To be eligible for our Grand Prize and runner-up prizes, you must email video to info@redrover.org.

Contest guidelines:

- Videos can be no longer than 30 seconds in length and must include you and your pet
- Post your video to social media (Facebook, Twitter or Instagram) along with a short description of the video, including your pet's name, and use the hashtag **#paws4love**
- To be eligible for prizes, also send video to info@redrover.org
- Only one video submission per household
- Contest winners will be determined by RedRover staff. Entries will be judged on creativity, the ability to show the value of the human animal bond, shares and likes
- Entries must be received by 2:00 PM PST on Valentine's Day, February 14, 2018
- Winners will be announced by Friday, February 16, 2018
- Emailed videos become the sole property of RedRover

The Paws4Love grand prize will include a variety of Russell Stover RedRover chocolate bars and heart boxed chocolates, a one-year supply of pet food from Pet Supplies Plus via a gift card worth \$420, a one-year subscription to *Kind News* magazine, coffee from Dogs Drink Coffee and various pet supplies. Three runner-ups will each receive Russell Stover RedRover chocolates, a \$25 Pet Supplies Plus gift card and a bag of Dogs Drink Coffee.

About RedRover

Since 1987, RedRover has focused on bringing animals out of crisis and strengthening the human-animal bond through emergency sheltering, disaster relief services, financial assistance and humane education. RedRover's sound fiscal management practices and commitment to accountability and transparency have earned high ratings from Charity Navigator, Great Nonprofits, Consumer Reports and the Better Business Bureau. Find more information about how RedRover is building a more compassionate future at www.RedRover.org.

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