



The Care Bears Spread Messages of Caring, Sharing and Lending a Helping Hand with #ShareYourCare Campaign

*Brand to Honor 10-Year Old Activist Zachary Kaplan with
#ShareYourCare Ambassador Award*

And Announce September 9th is National Care Bears #ShareYourCare Day

New York, July 16, 2015 – American Greetings Properties (AGP), the intellectual property and outbound licensing division of American Greetings Corporation, will deliver the keynote address for Care Bears to open the annual Blogger Bash conference in New York City, and will honor 10-year-old New Yorker Zachary Kaplan as the Care Bears' first #ShareYourCare Ambassador Award recipient for his commitment to helping others through philanthropy.

#ShareYourCare is a Care Bears movement about making the world a better place and is open to fans and friend alike. The Care Bears will be inducting its first group of #ShareYourCare Ambassadors at Blogger Bash with a Care Bears #ShareYourCare Ambassador Oath.



AGP also announces that September 9, 2015 is the first official National Care Bears #ShareYourCare Day, designated by the registrar of the National Day Calendar, who will recognize the iconic toy brand and its influence on caring, sharing and lending a helping hand around the world.

A brand with heart, the Care Bears launched #ShareYourCare in 2014, which speaks to the core values of the brand and encourages fans to show caring, sharing and compassion towards others.

Since then, the campaign has grown through social media with the recent #ShareYourCare video challenge. (The grand prize winner of this challenge, the Nakamoto family, has generously donated all winning proceeds to the Nepal Earthquake Relief Effort.)

"The #ShareYourCare campaign is based on the unique attributes of the Bears and truly is a natural extension of the Care Bears brand," explained Angelina Castro, head of marketing, AGP. "Through #ShareYourCare we want to inspire and celebrate acts of kindness, big and small, every day."

Originally introduced in 1982, each colorful Care Bear has a specialized belly badge that represents its unique caring mission and personality such as Tenderheart Bear, Harmony Bear, Share Bear, Cheer Bear

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and even a Grumpy Bear among many others. They live in far-away place in the clouds called Care-a-Lot, part of the Kingdom of Caring, and go all around the world spreading messages of caring. Since their debut, the Care Bears have starred in numerous films and television specials, and today, enjoy a robust social media following, have more than 14.5 million app downloads and are poised to star in a new series for Netflix launching on November 6, 2015.

The Care Bears look to further generate support for the #ShareYourCare movement. #ShareYourCare could be small, simple things like sharing a toy with your sibling, taking out the trash for your mom, or helping an older neighbor across the street. Or bigger things like planting a tree, or spending a day volunteering for a charity. The Care Bears hope to inspire fans to be kind, think of others and #ShareYourCare every day.

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About Care Bears

First introduced by American Greetings in 1982 through consumer products, greeting cards, and later an animated CGI television show, Care Bears has become one of the world's most popular and endearing children's properties. Today, fans of all ages around the world are falling in love with these huggable bears who help kids have fun while sharing and caring, and they enjoy a robust portfolio of thousands of Care Bears licensed products at retailers globally.

The Care Bears are no strangers to television screens. They first appeared in their own television specials in 1983 and 1984, and then made the leap to the big screen in 1985-87 with "The Care Bears Movie" trilogy. They also had their own television series from 1985 to 1988 which is currently available to watch on Netflix. In November, AGP announced a new original kids series starring the whole huggable gang with a new show titled, "Care Bears & Cousins." "Care Bears & Cousins" is co-produced by Netflix and will premiere around the world in fall 2015. The brand also has a robust social media following, has more than 5 million views of new and classic videos on YouTube, and has a portfolio of popular apps for mobile devices. Their wholesome messages of caring and sharing resonate with parents who are familiar with the brand and feel comfortable introducing Care Bears to their own children.

About AG Properties

AG Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation, which was built upon the successful re-launch of Care Bears™ and other iconic kids' entertainment brands, including Holly Hobbie™ and Madballs™, as well as new properties Boofle™, Packages from Planet X™ and Twisted Whiskers™. AGP develops multi-platform entertainment franchises across all media channels, and extensive consumer merchandising programs that immerse children and adults in brands they love. Experience AGP online at www.agkidzone.com. For more information on AGP, visit www.agpbrands.com.

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See Care Bears on YouTube: <http://www.YouTube.com/CareBears>

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Media Contacts:

Janis Van Tine | GennComm for AG

T: (818) 839-1461 E: Janis@GennComm.com

Debbie Dunn-Boysen | GennComm for AG

T: (818) 839-1461 E: Debbie@GennComm.com