

**FOR IMMEDIATE RELEASE**

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## **Remington® Partners with Beard-A-Thon® \$1 Million for Charity**

**April 28, 2011 – Madison, WIS.** - This year Remington joins forces with the 2011 Beard-A-Thon®, inviting hockey fans across the United States to join in the great tradition of growing their very own playoff beards\* for the Stanley Cup® Playoffs. Beard growers will be raising money for charities across the county with a common goal of \$1 million dollars amongst the thirteen NHL clubs participating.

Beard-A-Thon is not the first corporate citizenship initiative for the personal grooming brand. Most recently, Remington donated thousands of Cool Style hair tools to NBC's *Today Show*'s 17<sup>th</sup> Annual Holiday Toy and Gift Drive. "We are proud to align with such an honorable cause led by these NHL teams. By sponsoring Beard-A-Thon, we hope to grow the recognition of the program by getting our grooming-focused consumers involved, and ultimately, help surpass the \$1 million dollar goal for this year," says Drew Fiorenza, Vice President of North American Sales and Marketing at Remington.

Get started and grow one for the team! To participate in the Beard-A-Thon, simply log onto [www.beardathon.com](http://www.beardathon.com), choose your favorite NHL team, and invite family, friends and business associates to pledge their playoff beards. By receiving pledges, participants promise not to shave until their team wins the Stanley Cup® or is eliminated from the playoffs. Fans who are unwilling or unable to grow playoffs beards can pledge their favorite player, other local celebrities, or build their own beard with the "Build-a-Beard" web application.

Entering your beard into the Beard-A-Thon will also give you the chance to win prizes and special offers from [Remington](http://Remington) including beard-of-the-week prizes, exclusive promotions and access to free product samples. Starting today, contestants can enter the Remington Beard-A-Thon Photo Face-Off on Remington Hair Care & Grooming Facebook Page and receive a free King of Shaves razor just for uploading a photo of their playoff beard. The most popular photo as voted on by the community will win \$200 Wal-Mart Gift Card.

This season's participating teams are the Buffalo Sabres, Detroit Redwings, Philadelphia Flyers, Buffalo Sabres Boston Bruins, Washington Capitals, San Jose Sharks, Los Angeles Kings, Nashville Predators, New York Rangers, Phoenix Coyotes, Tampa Bay Lightning and Chicago

Blackhawks. To receive updates on Beard-A-Thon special offers check out the [Remington Hair Care & Grooming Facebook Page](#).

*\*The superstitious practice of a National Hockey League player not shaving his beard during the Stanley Cup playoffs. The player stops shaving when his team enters the playoffs and does not shave until his team is eliminated or wins the Stanley Cup.*

### **About Remington**

Remington® is "How the World Gets Ready." The company is a global leader and innovator of affordable hair care, electric shavers, and body groomers, and is a subsidiary of Spectrum Brands Holdings. For more information about Remington, visit [www.remingtonproducts.com](http://www.remingtonproducts.com) or become a fan of [Remington Red Chair Ready](#) and [Remington Hair Care & Grooming Facebook Page](#).

**About Spectrum Brands Holdings** Spectrum Brands is a global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting. Helping to meet the needs of consumers worldwide, included in its portfolio of widely trusted brands are Rayovac®, Remington®, George Foreman®, Black & Decker Home®, Toastmaster®, Varta®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-In-1®, Spectracide®, Cutter®, Repel®, and HotShot®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in more than 120 countries around the world. Headquartered in Madison, Wisconsin, Spectrum Brands generates annual revenue from continuing operations in excess of \$3 billion.