



### **What is Dogust?**

Since 2008, Dogust, which takes place on Aug. 1 each year, is a nationwide celebration for dogs who often live in shelters and their birthdays are unknown. It is a way to ensure that dogs without official birthdays still get their own special day.

### **What is the ASPCA?**

The American Society for the Prevention of Cruelty to Animals® (ASPCA®) is North America's first humane society and remains one of the largest in the world. The organization was founded on the belief that animals are entitled to kind and respectful treatment at the hands of humans and must be protected under the law.

### **Is See's working with the ASPCA?**

See's and the ASPCA have partnered to create a limited-edition sleeve and plush dog toy available throughout the month of August, in honor of Dogust. Customers can purchase a 1-pound box of chocolate (\$29.50) with the limited-edition sleeve and add on a Plush Squeaky Dog Toy inspired by See's iconic white box for an additional \$5 with their purchase. Customers who do not purchase a 1-pound box can still purchase the dog toy for \$12 while supplies last. For pet owners who visit our shops, See's will also be handing out free dog-friendly biscuits while supplies last.

### **Why is See's supporting this nonprofit?**

At See's, we believe in making the world a sweeter place by providing joy in every bite. We are always looking to partner with like-minded companies, brands and nonprofits.

### **Is this the first time See's is celebrating Dogust?**

This is the second time See's will be partnering with the ASPCA. We first partnered in 2023.

### **Am I making a donation to the nonprofit by purchasing one of these sleeved items?**

As a company, See's Candies has made a direct donation to the ASPCA. There will be no additional donation for the purchase of the 1lb box with the ASPCA sleeves.

### **How can I donate more?**

You can head to ASPCA's website, [aspca.org](http://aspca.org), to learn more about the nonprofit and how to donate.

### **How long will the sleeve be available?**

The sleeve will be available online at [sees.com](http://sees.com) and in shops throughout the month of August and while supplies last.

### **Is the sleeve available online?**

Yes! The sleeve is available on [sees.com](http://sees.com).

### **Can I purchase this product without the sleeve?**

We have a variety of products available without the sleeve.

### **Is chocolate safe for my pet to eat?**

No, it is not. The chocolate is just for humans to enjoy, but we have a plush dog toy available in shops, while supplies last, that's perfect for your four-legged friend.

**What do I do if my dog has eaten chocolate?**

If your dog is not showing any clinical signs or is experiencing mild symptoms (vomiting, diarrhea, increased thirst, hyperactivity), you will want to call the Animal Poison Control Center at (888) 426-4435 or your local veterinarian.

**Is See's interested in working with other nonprofits?**

Please send a note to [mediainquiries@sees.com](mailto:mediainquiries@sees.com)

**Where can I find additional information about the partnership with ASPCA?**

We have shared more information about our partnership with ASPCA in a press release on our newsroom. You can read more about it at [sees.com/newsroom/press-releases](https://sees.com/newsroom/press-releases).

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