



The Hug Alliance

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NEW GUINNESS BOOK WORLD RECORD TO BE SET

The Most Nationalities Ever Assembled In One Group Hug

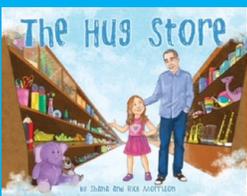
On Jan 21, 2018, the 32nd Annual National Hugging Day™

Initial presenters and entertainers to include Santana lead singer Andy Vargas; producer and TV personality Tracey Edmonds, Kevin Zaborney, founder of National Hugging Day; Michael Beckwith; Dr. Stone Kraushaar, The Hug Doctor; Dr. Tiffany Field, Director of the Touch Research Institute at the Univ. of Miami School of Medicine and Rick and Shana Morrison, authors of The Hug Store.

Culver City, CA- In an effort to create more peace and unity by embracing all people, regardless of social status, race, religion or any other divisive labeling, the Hug Alliance is spreading awareness of the immeasurable value of human connection with a simple hug by setting not one, but three World Records on National Hugging Day, Jan. 21, 2018 at Agape International in Culver City, California.

Representatives from the Guinness Book of World Records will be on hand to verify the attempt at setting three World Records:

1. The most nationalities in a group hug- 50 or more nationalities will engage in a group hug (Hug Mob) for 21 seconds.
2. The first hugs from space- A NASA astronaut at the International Space Station will appear on the jumbo screen to give virtual hugs from space to honored attendees wearing kinetic sensor vests provided by Scio Arts, the creators of out-of-this-world-games and VR.
3. The most 21 second hugs- Research shows that long hugs release oxytocin, benefiting the human stress response, immune function, sleep patterns, blood pressure and self-esteem. Founding members from The Hug Alliance will give 21 second hugs to emphasize the benefits ultimate benefits of hugging.



Where: Agape International
5700 Buckingham Parkway,
Culver City, CA

When: 2:15 to 5:30pm

VIP after-party 7 – 10:00
pm for Invited Guests

Free Admission: For more
information and to register,
please visit

This rendition of the 32nd National Hugging Day event is the brain child of seven year old Shana Morrison and her father, Rick Morrison, co-authors of the children's book, **The Hug Store**, and co-founders of the Hug Alliance. **The Hug Store** was born two years ago when five year old Shana visited her grandparents' for Thanksgiving and ultimately discovered that hugs are an unlimited currency that come from within us.

Recognizing the current need to transform the field of human connection within families and communities in the ultimate pursuit of world peace, Rick and Shana joined forces with likeminded creative thinkers to form the Hug Alliance. Together with title sponsor Kimberly-Clark, the makers of Huggies Diapers and the driving force behind the "No Baby Unhugged" campaign, they have joined forces with Kevin Zaborney, the Founder of National Hugging Day™, to produce this unforgettable Hug Mob on Jan. 21, 2018.

"While hugs can be enjoyed and celebrated daily, National Hugging Day allows for a one-day focus showcasing just how vital and powerful hugs are for both our emotional & physical health. For National Hugging Day 2018, The Hug Alliance is thrilled to be partnering with Huggies/Kimberly Clark, as they share our belief that a (((HUG))) is an international symbol for caring, kindness and connection." ~ Rick Morrison, Founder, The Hug Alliance

Event day highlights (to be expanded as presenters are solidified):

- Three new Guinness World Records
- Hugs in Space demonstration
- Performance by Santana lead singer Andy Vargas and his band, Souleros
- Celebrity Hugging Booth
- Annual "Most Huggable Celebrity Award" to be presented to Jason Ritter, star of "Kevin (probably) Saves the World"
- Annual "Most Huggable Person Award" to be presented to Ken E Nwadike of the Free Hugs Project
- Huggies and The Hug Store Children's Area with age appropriate crafting, storytelling and games
- Raffle for one free year of diapers (proceeds to "Give More Hugs" charitable literacy program)

About the Hug Alliance (<http://www.thehugalliance.net/>)

THE HUG ALLIANCE (THA) is a group of like-minded individuals who truly believe we can change the world by hugging heart-to-heart. By spreading the message of embracing all types of people regardless of social status, race, religion or any other "label" designed to divide us, we create a connection of intention we call a "hug stream" that spreads around the world. Through Hug Mobs and social media collaboration, we bring attention to the causes, missions and products that the Hug Alliance members are a part of.

About The Hug Store (<http://www.thehugstorebook.com/>)

The Hug Store by Rick and Shana Morrison is inspired by a true story of 5 year old Shana who, when asked for a hug from her Grandfather, told her Grandfather that she was all out of hugs and had to go to the store to get more! This is a beautiful tale of self-discovery that illustrates how life's greatest gifts are closer than we think. Through Shana's adventures, children will learn more about self-awareness, self-reliance, and develop a greater understanding of affection and love. The Hug Store also features a list of over a dozen reasons why hugs are not only healthy for our body, mind and well-being, but why they are actually essential!

About the Huggies Brand (www.Huggies.com)

Huggies believes deeply in the Power of Hugs. That's why every Huggies diaper and wipe is inspired by parents' hugs. For nearly 40 years, Huggies has been helping parents provide love, care and reassurance to help babies thrive. *No Baby Unhugged* is Huggies promise to ensure babies get the care they need to thrive - from innovative everyday products, growing hospital hugger programs and specially-designed products for the tiniest of babies, to diapers and wipes donations. Huggies is the fastest growing diaper brand in hospitals and partners with NICU nurses to develop diapers and wipes that meet the specific needs of pre-term infants. For more information on the Huggies *No Baby Unhugged* program, visit the "Why Huggies?" page at Huggies.com.

About Kimberly-Clark (www.kimberly-clark.com)

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust Kimberly-Clark brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share positions in 80 countries.

For more information, please visit www.TheHugMob.com

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