



## **GODIVA LAUNCHES “HOT CHOCOLATE FOR A CAUSE” IN PARTNERSHIP WITH TOYS FOR TOTS FOUNDATION**

*Chocolatier enlists actresses Emma Roberts in Los Angeles and Emmy Rossum in New York to kick off national holiday charity program*

**NEW YORK, NY (November 30<sup>th</sup>, 2015)** – GODIVA Chocolatier is delighted to help put consumers in the giving spirit this season by launching the “Hot Chocolate for a Cause” program benefitting children in need with Toys for Tots. GODIVA will donate \$1.00 to Toys for Tots for every GODIVA Hot Chocolate beverage that is sold in their retail stores from Giving Tuesday, December 1<sup>st</sup>, through December 15<sup>th</sup>. \* Actress Emmy Rossum of “*Shameless*” and Emma Roberts of “*Scream Queens*” will help to announce and show their support for the giving initiative at GODIVA stores in New York and Los Angeles respectively.

“We’re excited to warm people’s hearts and put them in the giving spirit with ‘Hot Chocolate for a Cause’ in partnership with Toys for Tots,” said Michelle Chin, Head of Marketing and Product Development for GODIVA North America. “There’s a nostalgic feeling GODIVA evokes, and it’s this same feeling of joy and fond memories that we want to share with others.”

“What we love about the GODIVA partnership is how easy it is for consumers to help less fortunate children experience a little joy this Christmas holiday season,” said retired Marine Major Bill Grein, Vice President of the Marine Toys for Tots Foundation.

GODIVA’s Hot Chocolate is a rich and decadent treat, made with real dark chocolate and perfect for an afternoon pick-me-up during a holiday shopping trip, or enjoyed when spending time with friends or loved ones.

“GODIVA’s hot chocolate reminds me of many special moments spent with my family during the holiday season, so I’m thrilled to be part of a program that helps put people in the giving spirit and give back to children in need,” said Emmy Rossum. “There’s a joy that comes with every bite or sip of GODIVA. I hope to extend that feeling by helping those less fortunate.”

“For me, the holidays are a time of peace, warmth and gratitude. It’s important to give back to people who are less fortunate year-round, but especially during the holidays,” said Emma Roberts. “GODIVA’s ‘Hot Chocolate for a Cause’ is a simple way for people to do a little good this season for a very worthy organization, Toys for Tots.”

To find out more, visit [GODIVA.com](http://GODIVA.com) or join us on our social channels @GODIVA #GivingGODIVA.

### **About GODIVA Chocolatier**

With a Belgian heritage dating back to 1926, GODIVA Chocolatier is the global leader in premium chocolate. Inspired by the values of Lady Godiva – her passion, generosity, and pioneering spirit - - GODIVA’s legendary name has become a universal symbol of luxury, quality and the most delicious



chocolate. The company has a presence in more than 80 countries with over 500 boutiques, in addition to a presence in Global Travel Retail, department and specialty stores, and online. GODIVA offers a range of chocolate creations and is dedicated to innovation and excellence in the Belgian tradition. From its famous truffles and shell-molded chocolate pieces to its European-style biscuits, individually wrapped chocolates, gourmet coffees, hot cocoa and other indulgences, GODIVA is committed to bringing the ultimate chocolate experience to the world.

### **About Toys for Tots**

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. Now in its 68<sup>th</sup> year, Toys for Tots provides joy and a message of hope to economically disadvantaged children through the gift of a new toy during the Christmas holiday season. The Marine Toys for Tots Foundation relies on individual donations from the American public as well as support from corporate sponsors.

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\*Maximum \$50,000 donation