



FOR IMMEDIATE RELEASE

**DEARFOAMS® CELEBRATES EVERYDAY HEROES
BY INTRODUCING LIMITED EDITION HERO BEAR CAPSULE COLLECTION**

*To Pay It Forward to Everyday Heroes, "Nominate A Hero" Sweepstakes
Will Give Away Up To 200 Pairs Of Comfy Dearfoams Slippers*

Columbus, Ohio (July 2, 2020) -- [Dearfoams®](https://www.dearfoams.com), America's number one slipper company, is excited to introduce its new Hero Bear slippers – a limited edition capsule collection that celebrates the everyday heroes in our lives.

"We are so thrilled to continue our heroes' campaign and commitment to our community by honoring and celebrating all of the heroes in our lives with the new Limited Edition Hero Bear Capsule Collection," says Tricia Bouras, Dearfoams President. "We have been so inspired by the overwhelming response the campaign has received these past few months and want to continue honoring those individuals who continue to make a positive impact in our daily lives by giving them the gift of comfort."

From healthcare workers and military service members, to everyday leaders such as teachers and parents, everyone's hero deserves to be recognized and celebrated. Launching Wednesday, July 8, 2020, the Dearfoams Limited Edition Hero Bear Capsule Collection is available in camo and leopard prints and will be sold exclusively on [Dearfoams.com](https://www.dearfoams.com). While supplies last.



Dearfoams® Limited Edition Hero Bear Capsule Collection
Available July 8, 2020, only on [Dearfoams.com](https://www.dearfoams.com)
While supplies last. \$42 MSRP.

"We are excited to celebrate everyday heroes with this new collection. It's the perfect gift for any hero that deserves a moment to slow down and get comfy after a long day," says Angie Kenney, Dearfoams Vice President of Merchandising & Design.

In addition, as a way to continue to pay it forward and to honor everyday heroes, Dearfoams will also be introducing the "Nominate a Hero" sweepstakes. From July 1-15, 2020, consumers are invited to nominate their hero on [Dearfoams.com](https://www.dearfoams.com) for the chance to surprise them with a free pair of cozy Dearfoams slippers. 200 winning heroes will be selected at random. Terms and conditions apply. See [official rules](#) for details.

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About Dearfoams: Dearfoams, a brand of RG Barry Corporation, was established in 1947 by visionary female entrepreneur Florence Melton who invented the world's first foam-soled, washable slipper. Dearfoams is headquartered in Pickerington, Ohio. To learn more, visit www.dearfoams.com.

