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**FOR IMMEDIATE RELEASE**

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GUND

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**GUND TO HOST INTERNET SENSATIONS PRISSY AND POP DURING ATLANTA GIFT SHOW**

**Atlanta, GA** — GUND is proud to announce that internet mini-pig sensations Prissy and Pop will make an in-showroom appearance at this year's Atlanta International Gift & Home Furnishings Market. Prissy and Pop, along with their owner, will meet and greet fans on Thursday, July 14<sup>th</sup> from 1:00pm – 3:00pm at GUND's showroom #1616. The appearance celebrates GUND's June 2016 product release, including several new Prissy & Pop items.

"This is a great opportunity for our customers to see the real-life inspiration for this exciting license," said GUND Director of Licensing Shallu Chhabra. "It's impossible not to love these adorable pigs."

Prissy and Pop boast over half a million fans on Instagram. The brother and sister pair love snacks, dress up, and the beach. Previously appearances include 2016 New York International Toy Fair.

**About GUND**

GUND®, a division of Enesco, LLC, is known worldwide for its top quality, soft, and huggable plush designs and gift products. Award-winning GUND products appeal to all ages, from infants up, and are perfect for both play and collecting. The 118-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia, and South America. GUND products may be found in gift, specialty, toy, book, museum, and department stores as well as many other retail outlets. To find your nearest retailer or to purchase directly please visit [www.gund.com](http://www.gund.com).

**About Enesco**

Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains, and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada, and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia, and Asia. The company's product lines include some of the world's most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, GUND®, Department 56® Villages, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, The Trail of Painted Ponies®, and Lilliput Lane®, among others. Further information is available at [www.enesco.com](http://www.enesco.com).

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