



**FOR IMMEDIATE RELEASE**

### **Witzzy will be participating in the 2014 White House Easter Egg Roll**

The 2014 Easter Egg Roll, which takes place on the South Lawn of the White House, is focused on promoting health and wellness with the theme, “Hop into Healthy, Swing into Shape.” The event will feature live music, sports courts, cooking stations, storytelling and, of course, Easter egg rolling. The activities will encourage children to lead healthy, active lives in support of the First Lady’s *Let’s Move!* initiative.

Suzy’s Zoo was created more than 46 years ago by award-winning artist Suzy Spafford. Since then, it has grown to have world-wide recognition for its colorful, friendly animal characters doing fun things that people like to do. This evergreen property features such familiar characters as Suzy Ducken, Jack Quacker, Corky Turtle, and the baby duck Witzzy.

The brand, including the three character sets of Duckport, Little Suzy’s Zoo, and Wags and Whiskers, is appealing to all demographics. Suzy’s Zoo is a happy world of over 200 characters that live in Suzy’s wonderfully imaginative town of Duckport in The Beak Isles. While instantly appealing, Suzy’s Zoo also retains originality and individuality.

“We are truly honored to have Witzzy participate in the White House Easter Egg Roll again this year!” said Suzy’s Zoo creator, Suzy Spafford.

“Witzzy is the perfect addition to the White House Easter Egg Roll,” said Catherine Malatesta, President of Lawless Entertainment, Suzy’s Zoo’s worldwide agent for licensing, merchandising, publishing, and animation.

This will be the 136<sup>th</sup> annual White House Easter Egg Roll with more than 30,000 people visiting the South Lawn for games, stories, and, of course, the traditional egg roll.

Souvenir White House Easter eggs first became an annual keepsake in 1981, when President and Mrs. Ronald Reagan hosted a hunt for wooden eggs that bore the signatures of famous people. The tradition continues this year with four colorful eggs and the official First Dog's egg, which features First Dog's Bo and, for the first time ever, Sunny. These collector's eggs are available to view or purchase at [www.easter.nationalparks.org](http://www.easter.nationalparks.org).

To learn more about the Easter Egg Roll visit [www.WhiteHouse.gov/EasterEggRoll](http://www.WhiteHouse.gov/EasterEggRoll). Tune in for live streams from the South Lawn on April 21, 2014 on [WhiteHouse.gov/live](http://WhiteHouse.gov/live). You can also join the conversation online using the hashtag [#EasterEggRoll](https://twitter.com/WhiteHouse) and get the latest updates by visiting *Let's Move!* on [Twitter](https://twitter.com/WhiteHouse) and [Facebook](https://www.facebook.com/WhiteHouse).

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