



## Rayovac® Donates Battery-Powered Holiday Cheer to TODAY Show Toy Drive

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*Donation helps underprivileged kids get the most out of holiday season*

MIDDLETON, Wis.--(BUSINESS WIRE)--Dec. 15, 2015-- A special delivery of more than 15,000 batteries will help power happiness this holiday season. As part of TODAY's 22<sup>nd</sup> annual Toy Drive, the Rayovac® Battery division of Spectrum Brands will donate AA and AAA batteries to three different organizations to help spread holiday cheer to thousands of children in need throughout the United States.

According to TODAY, every 29 seconds, a child in the United States is born into poverty. With limited access to food, medical care and basic human services, it's unlikely these children can expect extras, such as presents like toys or games, this holiday season without the assistance of toy drives throughout the country.

"We realized we have the power, quite literally, to help ensure these kids are able to make the most out of the toys they receive through TODAY's Toy Drive," says Dann Provolò, Vice President of Marketing, North America Batteries & Appliances. "Given that, offering what we have is a no-brainer. It may not be the most glamorous-sounding of gifts – but it can help make someone's holidays a little bit brighter."

Rayovac is providing these batteries to three incredible organizations: the [Boys and Girls Clubs of America](#), the [Kids in Need Foundation](#) and [K.I.D.S./Fashion Delivers Inc.](#)

### **About Rayovac**

Rayovac is a worldwide leader in battery power and innovation. Backed by a long history of bringing the latest innovations to the marketplace, Rayovac offers a full range of high-performance batteries to meet the power needs of today's consumers. From long-lasting alkaline batteries to advanced green rechargeable technology to the world's top-selling, longest lasting mercury free hearing aid battery, Rayovac's state-of-the-art products offer more power for the money. The company also manufactures a wide selection of high-quality flashlights. For more information, visit [www.rayovac.com](http://www.rayovac.com).

### **About Spectrum Brands Holdings, Inc.**

Spectrum Brands Holdings is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents, and auto care products. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac®, VARTA®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister®, Remington®, George Foreman®, Russell Hobbs®, Black+ Decker™ Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS®, Eukanuba®, Digest-eeze™, Healthy-Hide®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag®, Liquid Fence®, Armor All®, STP® and A/C PRO®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$4.69 billion in fiscal 2015. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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### **For Spectrum Brands Holdings, Inc.**

Amy Rohn, 608.251.7070

[arohn@lsb.com](mailto:arohn@lsb.com)