

Toblerone Congratulates New Dads this Father's Day....

Submitted by: Golin

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Great Gift for Dads

With over one million bars of Toblerone* expected to be sold for Father's Day this year, the extra-ordinary Swiss chocolate is the perfect gift for under £5.

So, if you want to show your Dad just how much he means to you this Father's Day, why not treat him to a special edition of 'Dad 1' Toblerone?

RRP is £3.95, but make sure you look out for great in-store deals near you!

Last year, a staggering 369 tonnes of Toblerone were sold in the four weeks leading up to Father's Day – the equivalent of 7,000 Swiss mountain goats or one full Boeing 747!

Celebrating Father's Day in Maternity Wards

To celebrate Father's Day, 400g bars of Toblerone featuring a special 'Dad 1' design will be delivered to the UK's biggest and busiest maternity wards on Father's Day this year (Sunday 21st June).

Because extra-ordinary times, such as welcoming a new child into the world, call for extra-ordinary chocolate, new dads across the country will take home two special packages from hospital if their baby arrives on this significant date.

But that's not all. Since the extra-ordinary triangular chocolate could be considered something of a ritual for dads, Toblerone is giving all new fathers the opportunity to bag themselves a celebratory treat, with 1,000 bars of special edition 'Dad 1' Toblerone to give away.

If like Vernon Kay or Jamie Theakston, you or (your partner) is due to be a dad this year, you are not only in for countless sleepless nights but also a chance to win a free 400g Toblerone 'Dad 1' bar too**. Simply email tobleronedads@golinharris.com, tell us when your baby is due and we'll send you some congratulatory chocolate to help you celebrate becoming 'Dad 1'.

ENDS

For more information, please contact Sarah Williams on 0207 067 0606/ swilliams@golinharris.com OR Sophie Smith on 0207 067 0415/ ssmith@golinharris.com

Sources:

* Kraft forecast

** First 1,000 expectant fathers to email will receive a free 400g bar of Toblerone. One bar per household. Closing date for applications is June 21st 2009 while stocks last. Offer excludes employees and immediate families of Kraft Foods, their agent & anyone connected with the promotion.