

**GENERAL SARGE**  
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**FOR IMMEDIATE RELEASE**  
**NEWS RELEASE**

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### **General Sarge Collectible Trading Cards and Sponsorship Program**

NEWARK, NY – General Sarge has partnered with OtherDesigns, a printing and design company from Connecticut to develop a new sponsorship program and collectible trading card series. Each trading card features a bear that will be deployed and the back of the card displays information about the location of where the bear is sent. Also on the back of the card is the name of the individual or business that sponsors the card. Each trading card is printed with vibrant colors and a number in the top right corner representing where in the series it falls.

Anyone who is interested in sponsoring a card can do so at several different levels, either for a single Soldier, a Team, Squad, Platoon and all the way up to an entire Brigade. The price of sponsorship includes the bear, or bears, shipping and the production of 1,000 trading cards. The sponsor will also get 250 cards for themselves. The following is the breakdown of prices and the number of bears.

<b>Name</b>	<b>Number of Bears</b>	<b>Price</b>
<b>Soldier</b>	1	\$200
<b>Team</b>	5	\$500
<b>Squad</b>	10	\$750
<b>Platoon</b>	45	\$2,300
<b>Company</b>	135	\$5,400
<b>Battalion</b>	240	\$9,600
<b>Brigade</b>	400	\$15,000

General Sarge deploys Build-A-Bear Workshop Teddy Bears to military children with the mission of “Comforting Military Families One Furry Friend At A Time”.

Dr. Rus D. Jeffrey - General Sarge Co-Founder

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