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## **RANDOM ACTS OF ZHU**

This program at its core seeks to bring joy to children. In 2010, Cepia, LLC partnered with 100 bloggers and donated 10,000 toys to kids in need as part of Random Acts of Zhu. Cepia teamed up with its loyal bloggers again in 2011 and gave them the opportunity to donate ZhuZhu Pets® to the charity of THEIR choice. That same year, the RAZ program won a Gold “SABRE” award, an honor that is given to PR campaigns that demonstrate the highest levels of creativity, integrity and effectiveness. See RAZ in action: [Zensible Mama](#), [Susan Heim](#) and [Blogfully.net](#)