



RELEASE UNDER EMBARGO UNTIL JANUARY 25, 2021 at 6AM PT

FROM SOBRIETY TO “SHARK TANK”, COOKIE DOUGH FOUNDER NOW MAKES SWEET PARTNERSHIP WITH NATIONAL RECOVERY NONPROFIT

Who says cookie dough can't change the world? Two organizations join forces to smash the stigmas associated with mental health and recovery.

SANTA FE, NM & LAS VEGAS, NV January 25, 2021 — Today we announce a sweet partnership aimed at ending the stigma and shame often associated with mental health issues and addiction. Doughp®, an edible & bakeable cookie dough company, has selected SHE RECOVERS® Foundation to be the new beneficiary of #Doughp4Hope. Given the founder of Doughp's personal journey to sobriety, SHE RECOVERS is a perfect match as a 501-(c)(3) organization whose mission is to provide life-saving resources and support to women in or seeking recovery.

Through their **#Doughp4Hope initiative**, Doughp will be **donating 1% of all sales** company-wide to SHE RECOVERS for 2021. Additionally, Doughp is deploying an innovative cause marketing concept to increase their impact by offering customers a chance to donate their refund should one occur. Throughout this year, the two organizations will work together to connect, support and empower women in or seeking recovery. The partnership will launch this week with a series of educational events, mindfulness moments and interviews on Facebook and Instagram live.

SHE RECOVERS was founded in 2011 as a passion project by a mother and daughter both in recovery. What started out as a Facebook page has now become an online global movement of women in or seeking recovery from substance use disorders, other mental health issues, and/or life challenges. SHE RECOVERS provides women from diverse backgrounds increased access to resources and support both in-person and online, which has become even more crucial during the pandemic, with 100-150 women joining the SHE RECOVERS private Facebook support group every week.

“The contributions made through the sale of Doughp products, will provide critically needed funds to fuel our efforts of shattering the barriers that keep women from seeking help when struggling with mental health issues and addiction. Kelsey and her team continue to lead the way using commerce as a catalyst for social change. SHE RECOVERS is extremely proud to be the beneficiary of #Dough4Hope.” **–Susan Carter, Executive Director**

Doughp's founder, Kelsey Moreira made the life-changing decision to get sober in 2015 after years of problem drinking. With her newfound confidence in recovery, she ditched her decade-long career with Intel and followed her sweet tooth to open her own cookie dough company, Doughp. She is using her newfound success to reduce social stigmas around addiction and mental health; continuing to share her story in hopes of inspiring others to feel less alone. She recently appeared on ABC's *Shark Tank* and was named in Forbes 30 Under 30.

“In my early days of recovery, I really felt like I must be the *only* one going through what I was. Within the SHE RECOVERS community women now have a chance to be welcomed by more than 300,000 open arms that have traveled this path. It's near impossible to feel alone when connected with this warm organization. I'm so proud that Doughp will be able to propel their work forward and bring more resources to women in need. With SHE RECOVERS, the recovery journey just got a whole lot sweeter.” – **Kelsey Moreira, Founder & CEO, Doughp**

Looking to make real changes in your life in 2021 or just feeling curious about sobriety or recovery? Join **@SHERECOVERS** and **@Doughp** on Facebook and IG Live this week for resources, tips and a like-minded community of people in or curious about recovery.

Want to support SHE RECOVERS through the #Doughp4Hope initiative? Purchase some legit cookie dough from **Doughp.com** with nationwide shipping available.

ABOUT SHE RECOVERS FOUNDATION:

SHE RECOVERS is a global grassroots movement consisting of more than **325,000** women in or seeking recovery from substance use and/or mental health challenges. This lifeline organization **connects** women through its virtual platforms and in-person community networks, provides resources and **support** to help women develop their own holistic recovery patchworks, and **empowers** them to thrive and share their successes. All efforts are designed to end the stigma and shame of “being in recovery” so that more women can heal and grow. A focus on research enables the organization to establish a more robust evidence base related to the efficacy of non-traditional recovery pathways. For more information visit sherecovers.org.

ABOUT DOUGHP:

Serving up nostalgia with every scoop and curating dope moments of self-love, Doughp – the legit cookie dough company, burst onto the dessert scene in 2017 in San Francisco and grew into a multi-million dollar cookie dough empire to make the world a little sweeter. After a **journey in self-discovery and sobriety**, founder Kelsey Moreira renewed her love for baking and inadvertently created an amazing edible cookie dough recipe from scratch that can be enjoyed either raw or baked. Kelsey took Doughp on ABC's hit show “Shark Tank” and she was named in Forbes 30 Under 30 for how quickly she's grown this business and her mission-driven mentality behind it. Doughp continues to take the world by storm, shipping thousands of boxes nationwide every

week. Not only is Doughp sweet on the outside, but it's sweet on the inside with its long-standing mission to bring attention and awareness to **mental health and addiction recovery** with raw truth. #Doughp4Hope is their national campaign giving back to the community by prioritizing mental health for employees and their community - and donating a portion of every purchase to nonprofits supporting these issues. Through the #Doughp4Hope initiative, Doughp has donated more than \$20,000 towards mental health and addiction recovery. For more information, visit www.doughp.com. Get down with Doughp on social media by following **@Doughp** on Instagram and Facebook.

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