

What is

# MARCH NAPNESS?

Inspired by March Madness, *March Napness* is an annual tournament-style bracket competition that highlights rescued bears ...even if they are too sleepy to notice. Inspired by the ability of some captive bears to begin hibernating at any age, once given the proper conditions and care, March Napness celebrates resilience and hope.



March Napness is organized every spring by **FOUR PAWS**, the global animal welfare organization. March Napness serves to highlight FOUR PAWS' efforts to rescue, protect and #SavetheSaddestBears.

[www.fourpawsusa.org](http://www.fourpawsusa.org)

[@fourpaws.usa](https://twitter.com/fourpaws.usa)

Animal Welfare.  
Worldwide.





# How do YOU get involved?

1

March Napness is a fun and educational game we organize every year. As our resident bears begin to hibernate each winter, we get to work on our competition. The rules are simple; the last of our bears to wake up is crowned The Champion of Slumber, the Winner of Winter Sleep, the King or Queen of the Couch, the Best Beder, the Victor of the Zs, the Leader in Lounge, the Master of REMs, or 2025's "Sleepiest Bear!" .

2

It is easy to play along. Just fill out your bracket at [www.fourpawsusa.org](http://www.fourpawsusa.org)



3

Read about our bear contestants and why we set out to #SavetheSaddestBears

4

Follow us on social media for the latest March Napness updates and extended coverage of all our bear competitors.

@fourpaws.usa      #MarchNapness

5

Are you a journalist, influencer, or celebrity? Partner with us! We would love to work together!

# Meet Some of The Bears

FOUR PAWS houses over 135 rescued brown bears in seven sanctuaries across the globe. Our bears were rescued from inappropriate and inadequate conditions. Although these bears cannot be returned to the wild, each rescue story encapsulates the themes of resilience, inspiration, and hope.



## Brumca

Affectionately known as the “Queen” of Arbesbach, Brumca is very particular about her food: she will only eat if it’s properly cut and placed in specific areas of her home. At 32, this senior bear likes to enjoy wake-up breaks throughout her hibernation.



## Erich

Erich is the biggest bear at the sanctuary, but not the bravest. He has been known to run away from the sounds of helicopters, construction workers, or even flies! This year, he started his hibernation early: in November.



## Mark

Mark is nicknamed the “Teddy Bear” due to his round body, ears, and cute round face. This is Mark’s second-ever hibernation and while sanctuary caretakers aren’t sure that he will be able to stay asleep for long, are so proud of him for getting his much-deserved rest!

# Partner with **FOUR PAWS!**

## Audience

**1.5M**

GLOBAL FACEBOOK FOLLOWERS  
*80% Female 20% Male*

**9.5M**

POST IMPRESSIONS  
*Q4 2024*

**2.3M**

POST REACH

**15,900**

INSTAGRAM FOLLOWERS  
*80% Female 20% Male*

**84K**

POST IMPRESSIONS  
*Q4 2024*

**137K**

POST REACH

**+150K**

EMAIL SUBSCRIBERS



## Engagement

**853,258 (+1,100% YoY)**

FACEBOOK IMPRESSIONS  
2024

**66,778 (+3,200% YoY)**

FACEBOOK ENGAGEMENTS  
2024

**26,457 (+1,600% YoY)**

FACEBOOK LINK CLICKS  
2024

**294,969 (+635% YoY)**

INSTAGRAM IMPRESSIONS  
2024

**16%**

INSTAGRAM ENGAGEMENT RATE  
2024



Animal Welfare.  
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# MARCH NAPNESS

As seen on...



NATION Bears Add Topic +

## Move over March Madness: March Napness for rescue bears seeks to crown a sleep champion

Mary Walrath-Holdridge  
USA TODAY

Published 2:31 p.m. ET March 4, 2024 | Updated 11:08 a.m. ET March 10, 2024



## Rescue Bear Hibernating for His First Full Winter Hopes to Win Sleepiest Bear Contest

Mark the bear, who used to live at a restaurant in Albania, is competing in his first March Napness competition with FOUR PAWS

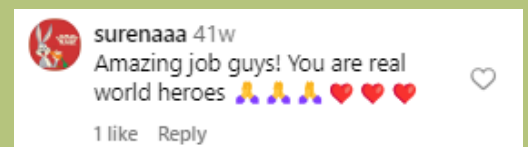
By Kelli Bender | Published on February 28, 2024 11:54AM EST



## March Napness: Contest underway to find the sleepiest sanctuary bear

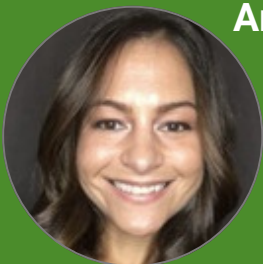
By FOX TV Digital Team | Published March 2, 2024 10:32am EST | Wild Nature | FOX TV Stations |

Med  
Amb



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