

RISE: GIVE THE GIFT OF LAUGHTER THIS HOLIDAY SEASON WITH THE GIVE 'EM RAGU APP. I'M RISE JILL MILLER.

FROM ITCHY CHRISTMAS SWEATERS TO AWKWARD GIFTS, THERE'S SURE TO BE SOME LONG DAYS OF CHILDHOOD THIS HOLIDAY SEASON FOR KIDS. THE NEW GIVE 'EM RAGU APP ALLOWS FAMILIES TO USE THESE CAPTURED MOMENTS FROM THEIR MOBILE PHONES, INSTAGRAM AND FACEBOOK PHOTO ALBUMS TO CREATE AND SHARE THEIR VERY OWN *LONG DAY OF CHILDHOOD* VIDEOS. MIKE DWYER, MARKETING DIRECTOR FOR RAGU, TALKS ABOUT A NEW APP THAT LET'S PARENTS BE THE FILMMAKER:

MIKE: THE 'GIVE EM RAGÚ' APP IS A FUN WAY TO CAPTURE AND SHARE THOSE UNIVERSAL, FUNNY MOMENTS OF CHILDHOOD. WHEN A KID HAS ONE OF THOSE REALLY LONG DAYS, IT'S ALWAYS A COMFORT TO COME HOME TO THE FAMILIAR. RAGU IS COMFORT FOOD, PART OF A WHOLESOME AND DELICIOUS MEAL THAT FAMILIES HAVE ENJOYED FOR YEARS, AND THE PERFECT PICK-ME-UP AFTER A TOUGH DAY OF BEING A KID.

RISE: TO DOWNLOAD THE APP AND CREATE YOUR OWN VIDEOS, VISIT FACEBOOK.COM BACKSLASH RAGU SAUCE OR VISIT THE ITUNES APP STORE.