



FOR IMMEDIATE RELEASE
April 20, 2018

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NEWPORT NEWS, Va.,—Fashion-forward bedding and accessories brand, carol & frank is collaborating with the Peninsula SPCA in Newport News, Va., again for a fall 2018 stylebook rich in stylish home décor and philanthropy. The brand will feature adoptable cats and dogs in their style books and marketing materials with the intention of promoting awareness and education in correlation with support for the PSPCA.

“When we conceptualized the carol & frank brand, we knew we wanted to connect it to a cause,” said Colleen Hall, marketing director. “We wanted to create desirable product that also allows us to give back in some way. Our core values are ‘Learn Every Day, Improve Every Day, and Serve Every Day.’ It is also important to us that we and give locally to charitable organizations who serve the community and have some element of education as part of their purpose.”

The Newport News based company launched its philanthropic initiative, chic & charitable, in October of 2017, sponsoring the stage at Peninsula SPCA’s Barktoberfest Annual Dog Walk and Festival. Adoptable cats and dogs were first featured in the brand’s spring 2018 style book and marketing materials, appearing on posters and in showrooms across the country.

“It was a goal of ours to use rescues and adoptable animals as models in our style books, said Hall. “The Peninsula SPCA has all the traits we were looking for in a charitable organization. We’ve used multiple cats and dogs from the PSPCA as models, and that lifestyle statement has really resonated with our customers.”

For more information on the Peninsula SPCA, visit peninsulaspca.org.

For more information on carol & frank, visit carolandfrankstyle.com.

At carol & frank, we believe home should be an expression of personal style. Designed with you in mind, creativity and quality are at the heart of each of our collections. With imaginative patterns and on-trend techniques, we make it easy for you to bring fashionable, spirited style to your favorite space.

The Peninsula SPCA is a an “Adoption Guarantee” or “no-kill” shelter, which devotes its time and resources to finding forever homes for the animals in their care, and to providing educational opportunities for the residents of the Peninsula. The mission of the Peninsula SPCA is to find loving homes for every animal in our care and to advocate for the human treatment of all animals in our community. In the past year, the Peninsula SPCA has saved more than 1,000 lives and performed nearly

700 spay/neuter surgeries. In addition, PSPCA has expanded their humane education offerings and completed its second year operating a walk-in vaccination clinic. The organization receives no public funding and relies on the leaders and businesses of the community to partner with them to keep the benefit of an adoption-guarantee shelter alive for the Virginia Peninsula community's citizens and our pets.

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