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For Immediate Release

## **The Art of Giving: Ann Veronica® Introduces ‘Inspiration Totes’ to Benefit Three Non-Profit Organizations**

CAPE ELIZABETH, ME – With a tag line that reads “carry a little sunshine, spread a lot of love,” Ann Veronica Handprints introduces a series of holiday totes to benefit three organizations committed to fighting hunger, supporting research for children facing catastrophic illness, and strengthening environmental education. Ann Veronica founder and owner, Ann V. Perrino, says the totes were inspired by small town values of community, optimism and stewardship. Ten percent of all sales are dedicated to the betterment of life in Maine and beyond through the following organizations: ***Good Shepherd Food-Bank, St. Jude Children’s Research Hospital*** and ***The Chewonki Foundation***.

Ann Veronica Handprints, founded in 2003, produces hand-printed textiles from original art. These textiles are then fashioned into apparel, bags and accessories and are sold through specialty retail store and boutiques and online at [annveronica.com](http://annveronica.com).

Of this new series, Perrino says that no two totes are alike; all are made of 100% cotton canvas hand silk-screened select remnants from her most popular prints and colors. “Inspiration Totes were designed to benefit certain causes *and* to reduce waste, reuse and recycle. Each tote is pieced together carefully and then hand-sewn to allow for an authentic frayed look that will develop over time and use. All bags are made in Maine and are signed by our seamstresses who are committed to being part of a solution.”

“Every handbag and tote in the current Ann Veronica line, with one exception, has been named for a Maine location or town, so when we designed these, they had to have a Maine namesake, too. There are many wonderful township names, but of all of them, I found three small Maine towns that seemed to exemplify a concern for community and quality of life... they are the towns of Friendship, Hope and Unity.”

“Friendship,” Perrino says, “is a small Maine village with a working lobster harbor and a long history of men and women joining efforts to provide food for their families.” Ten percent of sales from *Inspiration Friendship Totes* benefit the ***Good Shepherd Food-Bank***, a private non-profit that provides food for those at risk by soliciting surplus food and distributing it to non-profit programs throughout the state.

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“Then there’s Hope... a typical small town where children and family are a priority. **St. Jude Children’s Research Hospital** is committed to research and hope for children facing catastrophic illness. Our *Inspiration Hope Totes* seemed a natural fit for this organization,” Perrino continues.

Perrino says she picked the town of Unity as the third series because it was named for its political unity and is home to a county fair and college, both of which are largely focused on environmental and natural resource studies. “Our *Inspiration Unity Totes* benefit **The Chewonki Foundation** which supports environmental education and programs and recently opened a camp for girls.”

The totes are introduced in time for the holiday season. Small Inspiration Totes (7” X 9.5” X 4”) are \$64 and large Inspiration Totes (9” X 11” X 5”) are \$78. For more information, visit [www.annveronica.com](http://www.annveronica.com) or call 800-561-5517.

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## Introducing Ann Veronica 'Inspiration Totes'

*"Carry a little sunshine, spread a lot of love."*<sup>TM</sup>

**Inspired by Maine's people and their values, Ann designed three totes to embrace their sense of community, optimism and environmental stewardship.**

**A portion of the proceeds from sales is dedicated to the betterment of life in Maine and beyond.**

**No two totes are alike; all are made in the USA of 100% cotton canvas and are eco-friendly.**

**In addition, each bag is individually designed and signed at our studio by the talented Maine craftspeople who are committed to being part of a solution.**

**Three little towns with big ideals.**

**We invite you to become inspired by Friendship, Hope, and Unity...**

**Find your personal inspiration and help spread a little love.**

### Inspiration Friendship<sup>TM</sup> Tote

Colors: scarlet, blues and navy with navy straps

Friendship, Maine, population 1,204 – a small Maine village with a working lobster harbor and proud home of the "Friendship Sloop." Years ago, husbands and wives worked together to build these graceful lobstering boats in order to care for and feed their families. Today, the family-oriented nature of life in Friendship is characterized by the names many local fishermen give their lobster boats, christenings that represent their children or wife.

In the spirit of friendship, 10% of our sales will support **Good Shepherd Food-Bank** ([www.gsfb.org](http://www.gsfb.org)) in the fight against hunger and poverty.

### Inspiration Hope<sup>TM</sup> Tote –

Colors: pinks and chocolate with chocolate straps

Hope, ME, population 1,310, - a town rich with a sense of family and community, where people still come together to celebrate nature's renewal each spring with a "perennial swap." Every year, the town's people hold an annual Hope Jazz Festival to support jazz education. Hope is also home to the 100-year-old *Alford Lake Camp* for girls.

In the spirit of hope, 10% of sales will support research for children facing catastrophic illness through **St. Jude Children's Research Hospital** ([www.stjude.org](http://www.stjude.org)).

### Inspiration Unity<sup>TM</sup> Tote

Colors: greens and blues with natural straps

Unity, ME, population 1,889 – a small Maine town named for the political unity of its first inhabitants and host to the annual Common Ground Country Fair that *Downeast Magazine* calls "Maine's most authentic country fair, uniting, as it does, old-time folkways with progressive ideas about living the good life on a fragile planet." The town is also home to Unity College, a small liberal arts institution in a rural setting where students are largely focused on environmental and natural resource studies.

In the spirit of unity, 10% of sales will support environmental education and Camp Chewonki for Girls through **The Chewonki Foundation** ([www.chewonki.org](http://www.chewonki.org)).