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FOR IMMEDIATE RELEASE

**‘Bravery’ Print Dedicated to the Spirit of Sisterhood
will Benefit Breast Cancer Research**

Cape Elizabeth, ME – Ann Veronica LLC, a coastal Maine textile company that produces hand printed bags, apparel and accessories, introduces its newest textile print entitled “Bravery.” The company’s owner, Ann V. Perrino, designed the print when she learned of a friend’s diagnosis and ordeal with breast cancer. Recognizing that one in eight women will be diagnosed with breast cancer, according to the National Center for Health Statistics, ten percent of Ann Veronica sales from all items featuring the ‘Bravery’ print will be given in support of breast cancer research.

According to Perrino, the whimsical hand-screened print was inspired by Laurie Hyndman, a Portland business woman, magazine publisher and community leader. Perrino says the two women met as volunteer members of the Junior League. Both later served terms as president of the Junior League of Portland.

“There is a bond – a kind of sisterhood - between women who have served in this capacity,” Perrino said. “As a leader, she was given challenges every day and learned to rise above adversity and face each challenge head-on. When I saw how Laurie responded to her personal struggle with cancer, in sharing her own story with friends and family, and in finding both a generosity of self and a profound sense of humor, I believe she showed her true spirit. Rather than asking ‘What am I going to do to get through this?’ her actions said, “What am I going to do to *help others* get through this?”

With a deep sense of respect, Perrino said she designed the textile print for Laurie and the millions of women facing the stress and ordeal of coping with cancer, and who, under pressure, find the personal strength to deal with adversity. “As I read through her Web site comments, the word that sprang to mind was ‘bravery.’”

“Our company was created to raise awareness among new generations of the craft of traditional textile art,” Perrino said. “If our principle forum for expression is art, then it is my hope that our message with the Bravery print is clear to women like Laurie.”

Ann Veronica bags, apparel and accessories are sold through fine apparel and retail specialty stores, at the company's Maine studio and online at www.annveronica.com.

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