



Rescues & Runways FAQ

Below are answers to some common questions about Rescues & Runways.

- **What is Rescues & Runways?**

Rescues & Runways is a national campaign created by **maurices**, in partnership with the ASPCA® (The American Society for the Prevention of Cruelty to Animals®). It will take place during the month of September, and it has three primary goals:

- To increase awareness of animal shelters and, in turn, increase pet adoptions through pet-themed fashion shows
- To collect 500,000 pounds of supplies for more than 700 shelters across the U.S.
- To raise \$100,000 for the ASPCA and its national shelter outreach program

- **Who is maurices?**

[maurices](#) is a nationwide clothing store that inspires young women to find their style, with adorable, affordable fashions in sizes 1-24. Whether it's jeans or jewelry, **maurices** offers everything a girl needs to fill her closet with the latest trends. From loungewear to office wear, evenings in or out on the town, **maurices** fits the way women live and work. The community-based fashion retailer has grown to more than 700 locations nationwide since its first store opened in 1931. **maurices** is wholly owned by [dressbarn](#) Inc. (NASDAQ: DBRN).

- **Why did maurices create Rescues & Runways?**

maurices knows that pets hold special places in the hearts of many of its customers and associates. This is a great way to raise awareness of pets in need, support local shelters and increase adoptions of homeless animals. Shelters are in greater need today than ever before and are experiencing an increased number of pets abandoned and surrendered.

- **When will the Rescues & Runways fashion show be held at the maurices store in my area?**


The national kick-off event will be held in Duluth, Minn. on August 26, 2009. Then, each **maurices** store will schedule its own Rescues & Runways fashion show during the month of September. Please contact the **maurices** store nearest you for information on the date and time. For store contact information, visit www.maurices.com and click on locations.

- **How will Rescues & Runways support local animal shelters?**

Each **maurices** store will partner with a local animal shelter for the Rescues & Runways campaign. People are encouraged to drop off donations of pet supplies at any **maurices** store during the month of September. These donations will be given to the local animal shelter with whom that particular **maurices** store has partnered.

- **Which animal shelter is my local maurices store partnering with?**

Each **maurices** store will identify a local animal shelter with whom to partner. To find out who the local animal shelter partner is in your area, contact the **maurices** store nearest you. For store contact information, visit www.maurices.com and click on locations.

- **What types of supplies do animal shelters need most?**
Each shelter has their own specific needs, so maurices locations will share the local shelters needs within the community.
- **Is there a cost to attend the fashion show?**
Admission is free, space permitting. While there is no charge to attend, people are encouraged to bring a donation of pet supplies, which will be given to the local animal shelter with whom **maurices** has partnered.
- **Will I receive anything in exchange for my donation?**
Each customer who drops off a donation will receive one coupon for 20 percent off any one regular-priced item.
- **Is there a limit to how many supplies I can bring and how many coupons I will receive?**
Every donation is appreciated, large or small, with no limitations on the number of supplies someone may donate. Our thank you coupon is a small way to show our appreciation.
- **Can I adopt a pet at the Rescues & Runways fashion show?**
Each show will be managed independently. To find out if adoption services will be offered at your local event, contact the **maurices** store in your area. For store contact information, visit www.maurices.com and click on locations.
- **What is the Friends for Life Charm, what does it look and how much does it cost?**


The Friends for Life Charm represents the special bond people share with their pets. The charm is approximately 1” in diameter and separates into two pieces. The charm is also pet friendly as it is lead free and nickel free. Each piece has a clasp that attaches to the pet’s collar, a purse, a bracelet, etc. Half is intended to be worn by the pet and the other half to be worn by the pet’s owner or pet’s best furry friend. The cost is \$5 and a minimum of \$2.50 of the purchase price will go to support the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) and its national shelter outreach program.
- **When can I buy a Friends for Life Charm?**
Charms will be available for purchase at **maurices** stores from mid-September through October 31 (while supplies last).
- **Can I buy a Friends for Life Charm online?**
Charms are not available for purchase online. However, if you do not live near a **maurices** store and would like to have a charm shipped to you, you may place your order by calling 1-888-255-1557 or by emailing info@rescuesandrunways.com starting in mid-September.
- **Can I get involved in my local Rescues & Runways event?**
Please contact your local **maurices** store for opportunities to be involved in this rewarding event.
- **What should I do if I have more questions?**
Please email info@rescuesandrunways.com and you will receive a prompt response.

Thanks for your interest and support of pets in need!