



Rescues & Runways Fast Facts

- **maurices** and the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) have teamed up for Rescues & Runways, a national campaign during the month of September. The campaign 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
- All **maurices** locations—more than 700 stores in 44 states—will hold a Rescues & Runways fashion show in partnership with a local animal shelter during the month of September.
- Each fashion show will feature customers wearing the latest fall fashions from **maurices**, while walking the runway with a dog or holding a cat that is available for adoption.
- Each **maurices** store will hold a pet supply drive during the month of September, with all donations going to a local animal shelter. Customers who make a donation will receive a coupon for 20 percent off one regular-priced item.
- From mid-September through October 31, all **maurices** locations will be selling limited edition Friends for Life Charms that celebrate the special bond people have with their pets. The charms will cost \$5, with \$2.50 of every charm purchased going to support the ASPCA and its national shelter outreach program. The ASPCA will receive a minimum donation of \$50,000 from **maurices**, with a goal of raising more than \$100,000.
- Rescues & Runways will kick off on August 26, 2009, with a major fashion show and entertainment at **maurices** in Duluth, Minn., where the corporation's home office is located. The event will include check presentations by **maurices** Chief Executive Officer David Jaffe to the ASPCA and local partner Animal Allies.

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FOR MEDIA ONLY: Please visit www.rescuesandrunways.com for more information. A video package and B-roll from the Duluth event will be available [on this website](#) on August 27, 2009.