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maurices Holds Second Annual “Rescues & Runways” with ASPCA *Campaign to Showcase and Help Homeless Pets*

Duluth, Minn. (August 17, 2010) – The nation’s economy is slowly rebounding, but many are still feeling the effects. Animal shelters across the United States are reporting an increase of pet relinquishments and a decrease in financial support.

One year after its first-ever Rescues & Runways, [maurices](#) is again launching a nationwide effort in conjunction with the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) to raise awareness of and support for homeless pets.

“Animal shelters across the country need our support – this has never been more apparent than it is today,” said John Schroeder, **maurices** Senior Vice President of Stores. “Last year, we were overwhelmed and inspired by how many **maurices** customers stepped up to the plate by supporting our Rescues & Runways campaign. It set the tone for us to make this year’s campaign bigger and even more meaningful.”

During the month of September, more than 750 **maurices** stores in 44 states will accept monetary donations through the Rescues & Runways drive. Several stores will also be collecting pet supplies, with all financial and supply donations going directly to their local animal shelter partner. In addition, many stores will host Rescues & Runways fashion shows with local models wearing the latest fall looks from **maurices** and walking the runway with pets that are available for adoption. Customers who show their support for Rescues & Runways will receive a coupon for 20 percent off one regular-priced item.

In celebration of the bond between people and their pets, **maurices** will sell its exclusive [Friends for Life charm](#) in stores and online from now through October 31, or while supplies last. Pet owners can wear half of the charm, and their pets can wear the other half. The Friends for Life Charm is \$5, and for every charm purchased, \$2.50 will go to the ASPCA to support its national programs.

“What we love about this campaign is that there are so many simple but powerful ways people can help,” said Elysia Howard, Vice President of Marketing & Licensing for the ASPCA. “However people choose to get involved – either through buying a Friends for Life charm, donating to their local animal shelter, or even welcoming a pet into their home through adoption, they will be doing their part to help save animals’ lives.”

The ASPCA will receive a minimum donation of \$50,000 from **maurices**, with the ultimate goal of raising more than \$100,000.

For more information and details on Rescues & Runways fashion shows at **maurices** stores across the country, visit www.maurices.com.

FOR MEDIA: Visit www.maurices.com and click on Rescues & Runways for more information. High-resolution photos of the Friends for Life charm are available for download, along with photos, video and soundbites from last year's Rescues & Runways events.

About maurices

Established in 1931, **maurices** is wholly owned by [dressbarn inc.](http://www.dressbarn.com) (NASDAQ: DBRN). **maurices** is the leading small town specialty store for the savvy, fashion-conscious girl with a twenty-something attitude. Today, **maurices** operates over 750 stores in 44 states. **maurices** stands for fashion, quality, value and personalized customer service. Offering sizes 1-24, styles are inspired by the girl in everyone, in every size. For store information and to shop online visit [maurices.com](http://www.maurices.com).

About the ASPCA

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first humane organization established in the Americas and serves as the nation's leading voice for animal welfare. One million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501 [c] [3] not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. The ASPCA, which is headquartered in New York City, offers a wide range of programs, including a mobile clinic outreach initiative, its own humane law enforcement team, and a groundbreaking veterinary forensics team and mobile animal CSI unit. For more information, please visit www.aspc.org.

To become a fan of the ASPCA on Facebook, go to <http://www.facebook.com/aspcateam>. To follow the ASPCA on Twitter, go to <http://www.twitter.com/aspc>.

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