



Mud Pie Supports American Cancer Society with Paz•itive Thoughts Collection

Inspirational gifts to help provide wigs for cancer patients

STONE MOUNTAIN, GA (January 3, 2017) --When Marcia Miller, Mud Pie's founder called on a friend facing a recent cancer diagnosis, their time together took an unexpected turn. "Nobody knows what to say to a person who has just received devastating news," Karen Paz, single mother of two shared with Marcia. And they absolutely don't want to come empty handed!" Pointing to a stack of adult coloring books and jam, they laughed about the lack of creative and tasteful gift options in the marketplace designed for just such situations. An idea was brewing. Then the conversation turned to hair.

"A bad hair day is better than a no hair day," Karen joked as she relayed the challenges of losing hers and getting insurance to cover the cost of a wig. And with that, the still simmering idea began to take shape.

In a matter of days, a collection of encouraging, inspirational and motivational gifts – Paz•itive Thoughts (a play on Karen's last name)- emerged. And The American Cancer Society came on board to help facilitate wig distribution to patients in need. It would be a small answer to the question of "what to say or give in a difficult situation" while at the same time, helping to provide comfort and assistance to cancer patients facing hair loss. Two amazing and inspiring gifts in one.

Mud Pie is thrilled to support this program with a \$100,000 donation to The American Cancer Society in honor of Karen Paz and in memory of Marcia's dear friend Debbie Sonenshine, who was lost to breast cancer in 2004.

Proceeds from Mud Pie's Paz•itive Thoughts initiative will help to increase awareness of The American Cancer Society's Tender Loving Care® (TLC) program and will fund coupons to help underserved cancer patients purchase wigs. TLC allows patients to shop for affordable wigs in the privacy of their own homes, no matter where they live. Mud Pie gift vouchers will be distributed by ACS patient navigators who guide cancer patients to reliable information, resources and services that help them eliminate non-

medical hurdles that prevent them from getting the care that they need. The pilot program launches in 2017 in select hospitals and cancer centers across the nation.

About Mud Pie

Mud Pie is an award-winning manufacturer of innovatively designed and affordably priced gifts for the home and hostess, for babies and toddlers, seasonal and holiday gifts and a collection of fashion and fashion accessories. Many of Mud Pie's unique items are packaged ready-to-give and are available in over 16,000 specialty retailers and department stores. For more about Mud Pie visit <https://wholesale.mud-pie.com>. Mud Pie delivers the right gifts, at the right time, at the right price. Mud Pie...because every day is a gift.

About The American Cancer Society

The American Cancer Society is working to create a world free from the pain and suffering of cancer. From research to education, prevention to diagnosis, and treatment to recovery, the Society provides support to everyone impacted by cancer. For more information about the American Cancer Society please visit www.cancer.org

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