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FOR IMMEDIATE RELEASE

Mud Pie Renews Partnership with Operation Shower for 2023 and Shows Support with Event at Atlanta Market

ATLANTA – Jan. 3, 2023 – Mud Pie is thrilled to renew and reinvigorate the company's partnership with Operation Shower for 2023 by donating baby and children's product as part of the organization's Shower in a Box program. Since 2018, Mud Pie has donated thousands of infant and toddler apparel and gifts to Operation Shower, which have been provided to military mothers and families via group baby showers to ease the stresses of deployment. To date, Operation Shower has provided over 7,000 military mothers with baby showers, and continue to bring joy to the community, one baby shower at a time. Along with Mud Pie's quarterly product donations, the brand is providing military families who participate in the showers with an exclusive discount to shop on Mud Pie's consumer website, www.mudpie.com.

Mud Pie's founder and chief executive officer, Marcia Miller, notes, "I am so passionate about Operation Shower's mission and am thrilled we are able to renew our partnership in 2023 by donating more product than ever before. The joy that our Mud Pie product brings to these families is truly so special, and is the epitome of our brand motto – *every day is a gift*. We cannot thank our country's military families enough, but this is certainly one way to start."

During Atlanta Market on January 13, Mud Pie is hosting a showroom event entitled Par-Tee for a Cause, in support of Operation Shower. The brand will utilize new product introductions from its best-selling kids' golf collection to set up a mini golf course. During the 2-hour putting competition, retailers will be able to flaunt their skills and see how many holes-in-one they can score. For every hole-in-one made during the event, Mud Pie will donate a piece of product to Operation Shower, increasing the company's

contribution for 2023. Participating retailers who opt in to Mud Pie's SMS program will be entered to win a golf-themed gift basket for their store, valued at \$213.

Fred Pannek, Mud Pie's president, notes, "Our Par-Tee for a Cause golf event at Atlanta Market is the perfect opportunity to showcase our product to retailers while promoting Operation Shower's mission. Community engagement and charitable partnerships are a large part of our brand ethos, and I am thrilled to have one-on-one time with our retailers to show them why."

Join Mud Pie's Par-Tee for a Cause at the company's flagship showroom in AmericasMart Building 2, Suite 680 on January 13. Check out Mud Pie's other Atlanta Market events [here](#) and make an appointment to shop the new collection [here](#).

For more information about Mud Pie's charitable partnerships, please visit <https://wholesale.mudpie.com/about-us/community/>.

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About Mud Pie

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to over 16,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.