



San Francisco, CA (March 27, 2013) – Stella & Dot, a global social-selling fashion accessories brand, announces the launch of a capsule collection of signature accessories to support National Autism Awareness Month in April. For each piece purchased during the month of April, 20 percent (20%) of retail sales will benefit the HollyRod Foundation, an organization dedicated to providing compassionate care to those living with autism and their families. The collection offers an assortment of accessories including a bracelet, three necklaces and a jewelry roll all available for purchase on April 1, 2013.

“In celebration of Autism Awareness Month this April, we are proud to partner with the HollyRod Foundation. This cause is near and dear to the hearts of so many members of the Stella & Dot community. Each of our Stylists can take simple action by selling our Autism Awareness products, and together, we will make a big impact,” said Jessica Herrin, Stella & Dot CEO and Founder.

“Rodney and I are so grateful to Stella & Dot for supporting us during Autism Awareness Month,” said Holly Robinson Peete, HollyRod Foundation co-founder. “HollyRod is committed to shining a light on autism and how it impacts families in America. The funds generated from this collaboration will allow us to serve even more children and parents dealing with this devastating disease.”

To purchase a product from the collection, or for more information, please visit: http://shop.stelladot.com/style/b2c_en_us/featured-shops/autism-awareness-jewelry.html

About Stella & Dot:

Stella & Dot is a boutique-style jewelry and accessories company reinventing the home-based business opportunity for the modern woman through its social shopping business platform. Stella & Dot offers its on-trend, celebrity-coveted product line exclusively through a growing network of trained independent consultants (Stylists) across North America, the United Kingdom and Germany. They earn sales commissions by selling at private in-home trunk shows and online with a best-in-class e-commerce site and social media tie-ins. For more information, visit www.stelladot.com.

About The Stella & Dot Foundation:

The Stella & Dot Foundation was conceived in July 2010 by Stella & Dot CEO & Founder Jessica Herrin. The mission of the Stella & Dot Foundation is to create positive change in women's lives through education and economic empowerment. All net proceeds from the sale of the Stella & Dot Foundation bracelets and charms support buildOn, and Girls Inc. buildOn empowers people and transforms lives by partnering after school service programs in the U.S. with communities in developing countries to build schools. Girls Inc. is serving girls in at-risk communities who most need positive, supportive afterschool environments (U.S. & Canada). In addition to their three core charity partners, Stella & Dot also celebrates Breast Cancer Awareness Month in October and Autism Awareness Month in April. Through the sale of signature accessories, significant funds have been raised towards these causes that are very close to the Stella & Dot community. To-date, the Stella & Dot Foundation has raised over \$1,000,000.

About the HollyRod Foundation:

The HollyRod Foundation was founded in 1997 by NFL quarterback Rodney Peete and actress Holly Robinson Peete. The foundation is dedicated to providing help and hope to those living with autism and Parkinson's disease. Efforts of the HollyRod Foundation are providing a better quality of life through support and resources for individuals and their families. In 2012, the HollyRod Foundation became a charitable services Fund of the Entertainment Industry Foundation (EIF). For more information please visit www.HollyRod.org

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