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Contact: Natalie Johns
Direct: 614-414-4316
njohns@thirtyonegifts.com
www.ThirtyOneGifts.com

**Thirty-One Gifts Partners with DSA and the Today Show Toy Drive
to Make a Retail Product Donation of \$5.4 Million
Through Thirty-One Gives Initiative**

COLUMBUS, OHIO – Thirty-One Gifts continues its annual partnership with the Direct Selling Association (DSA) and the Today Show Toy Drive and will make a retail product donation of \$5.4 million this year. The donations will be made through their philanthropic initiative, Thirty-One Gives.

“We are proud to be a part of the DSA and have enjoyed our partnership with the DSA and the Today Show Toy Drive for several years,” said Wendy Bradshaw, Director of Philanthropy for Thirty-One Gives.

With last year’s contribution, Thirty-One was honored to learn they provided one of the largest donations in the Today Show Toy Drive history. This year, the generous donation was made possible due to Thirty-One’s GOGO (Give-One-Get-One), Consultant-Only outlet sale. Thirty-One matched purchases 1 to 1, up to 250,000 products, and will donate a Backpack, Thermal Tote or similar item.

“We want to show our appreciation to Thirty-One Gifts for their wonderful contribution to our Toy Drive. It surpassed our expectations not only in the number of gifts, but in the genuine philanthropic spirit that the organization fosters,” says Sam Sagenkahn, Project Director for the Today Show Holiday Gift Drive.

For exclusive photos and video of Thirty-One’s appearance on The Today Show, please visit www.thirtyonegifts.com/today

Products will be delivered to all 50 states to charities selected by the Today Show Toy Drive. They will go to nonprofit organizations that support children in need as well as women and families.

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When it comes to toy drive donations, Thirty-One products are appreciated since they often fill a gap in the “tween” market.

In addition to the product donation, Thirty-One’s independent leaders in the field, in all 50 states, will be involved in delivering the products to 74 chosen charities. 130 Thirty-One “ambassadors” including National Executive Directors and Senior Executive Directors will visit the charities in their communities to personally interact with the children and families receiving the donation.

“It’s that personal touch that defines what’s meaningful to Thirty-One,” said Wendy Bradshaw. “For us, it’s about our Thirty-One family giving back. From the GOGO sale matched donations to home office staff putting special stickers on the donation boxes to our leaders delivering the items – we all worked together to make this possible.”

About Thirty-One Gifts

Thirty-One is one of America’s fastest growing direct selling companies because it offers products that work with everyone’s lifestyle. Thirty-One offers stylish and functional products from purses to home organization solutions and much more – most of which can be personalized. There are over 100,000 independent Thirty-One Consultants nationwide. The distinctive products and the independent business opportunity offer a unique solution to those seeking extra income while selling fashionable and functional products. www.thirtyonegifts.com

About Thirty-One Gives

Thirty-One Gives is the charitable initiative established by Thirty-One Gifts to honor Founder & CEO Cindy Monroe’s commitment to pay forward the many blessings the company has received. In the spirit of Thirty-One, Thirty-One Gives celebrates the inner beauty and natural gifts of women and girls and empowers her with tools that build self-esteem, help her lead a purposeful life and build strong families. We do this through Home Office partnerships, Consultant giving, product donations and exclusive Gives products. We believe that by empowering Her, we strengthen families and communities and change lives. For more information about Thirty-One Gives, visit www.thirtyonegives.org.

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