



FOR IMMEDIATE RELEASE

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Building Hope one Crib at a Time

October 4, 2010 (Orange, CA) – Two of Southern California’s premiere juvenile companies have paired to watch their dreams – and goals – be realized this October. Little Crown Interiors (specialists in luxury nursery and kid’s room design) and Newport Cottages (one of the nation’s leading manufacturers of high end children’s furniture) are bringing their core corporate values together: to do good work in the world. That’s why they are so thrilled to announce the creation and sale of the special edition “Hope” Crib.

This pink, bench-crafted crib will give parents all over the U.S. the chance to donate to Breast Cancer Research, while providing their baby girl with a customized and impeccably-made, perfectly pink crib. To commemorate each donation and serve as a reminder of its purpose, each “Hope” Crib will come with a custom plaque for the owners to inscribe a sentiment of their choosing. Whether parents wish to leave a message of love for their little girl, or dedicate the crib in honor of a survivor or a loved one lost to breast cancer, the crib will stand as a testament to their dedication in keeping their child and all baby girls safe from this tragic disease. Not only will they have a unique piece of furniture, beautiful and lasting for many years to come, but parents will also be helping a cause in which all women, from newborns to grandmothers, should unite.

The partnership of Little Crown Interiors and Newport Cottages is a natural match as both are dedicated to doing good work through their companies. Their collective high standards of design can be seen at the Newport Cottages store, located in Fashion Island shopping center in Newport Beach, CA where Little Crown Interiors has created a special display of the “Hope” crib.

In honor of Breast Cancer Awareness Month, the “Hope” Crib will be on display at the Newport Cottages furniture store in Fashion Island, where the two companies are proudly hosting a special event on Thursday, October 14th from 4:00 PM to 7:00 PM. Members of the press, Fashion Island shoppers, and Orange County’s generous community of Breast Cancer Research Supporters will be invited. Luxury items including custom made bedding, a sparkling nursery chandelier, beautiful artwork and more - all on display in the nursery vignette styled by Little Crown Interiors - will be raffled off during the event with proceeds from ticket sales to benefit Breast Cancer Research.

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