



BUY ONE GIVE ONE

Little giraffe partners with miracles for kids for buy one give one campaign

Luxury Baby Brand to Donate Profits from Chenille Hush™ Blanket to Children's Charity

LOS ANGELES (September 3, 2015) – Little Giraffe, luxury baby brand beloved by celebrities, announced today a charitable partnership with Miracles for Kids, a nonprofit organization serving children with life-threatening illnesses and the families that care for them. For every Little Giraffe Chenille Hush blanket sold, the company will donate funds needed to produce a lovingly handmade blanket. These fleece blankets are hand-crafted each week by groups of dedicated Miracles for Kids volunteers, then packaged and delivered to a child who is facing a life-threatening illness, and needs a little comfort and LOVE while undergoing treatment, throughout Southern California and beyond.

“Miracles for Kids is truly inspirational, and we couldn’t be happier to support them through our Works of Heart program of giving,” said Trish Moreno, President and CEO, Little Giraffe. “We’re thrilled to provide the resources needed to create even more lovingly hand-crafted Miracles for Kids Cozies blankets for children with life-threatening illnesses.”

“As longtime fans of Little Giraffe, we were thrilled at the opportunity to collaborate with them in our mission to serve children facing life-threatening illnesses and the families who care for them,” said Autumn Strier, President and CEO, Miracles for Kids. “Thanks to this generous partnership, our Miracles for Kids Cozies will continue to bring the gift of warmth and comfort to countless children in need.”

The joint “Buy One Give One” campaign is part of Little Giraffe’s “Works of Heart” program of giving, and applies to Chenille Hush blankets (\$69) sold at www.littlegiraffe.com/mfkcampaign.

About Little Giraffe

Little Giraffe is LOVE! Based in Los Angeles, Little Giraffe’s mission is to provide consumers with the most luxurious, exclusive, and hassle-free baby blankets and related nursery products on the market. Since 2000, the company’s unique collections have delighted celebrities, style-makers, and discerning parents across the country with a signature blend of comfort, quality, and convenience. Little Giraffe is “not just blankets anymore,” having expanded their collection to include layette, apparel, and the extremely popular plush toys. Many of Hollywood’s most well-known moms and dads, such as Brad Pitt and Angelina Jolie, Katie Holmes and Tom Cruise, Gwen Stefani, Rachel Zoe, Jennifer Garner, Halle Berry, Nicole Richie, and Jessica Alba, have all welcomed their newborns with Little Giraffe products. For more information, visit www.littlegiraffe.com.

About Miracles for Kids

Miracles for Kids is a 501(c)(3) nonprofit serving children with life-threatening illnesses and the families that care for them. By operating programs that provide financial aid, basic needs and wellness to patients and their families, Miracles for Kids creates stability when families are crumbling from the financial and emotional devastation of fighting for their child's life. Founded in 2002, Miracles for Kids operates in offices in Tustin and Santa Monica, CA.

Miracles for Kids' vision is to operate an organization that makes a difference in the lives of children who are fighting a life-threatening illness, and to provide support to the families and other primary caregivers who care and provide for these children. The organization focuses its efforts in two main areas:

- Provide families and/or caregivers with financial and other support to face the economic difficulties that often result from caring for a critically-ill child
- Serve as an advocate and resource in the community for children fighting life-threatening illnesses and their families.

For more information about Miracles for Kids, please visit, www.miraclesforkids.org.

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