

Written by Monica Hendrickson
Monday, 17 December 2012 15:02

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Duluth, Minn. – National women’s fashion retailer [maurices](#) is inviting customers and the community to support the [American Cancer Society Hope Lodge](#) program.

A network of 31 lodges located in 21 states and Puerto Rico, Hope Lodge provides a home away from home by offering free lodging and support to cancer patients receiving treatment far from home, as well as their caregivers.

maurices is proud to offer a fun new way to help raise awareness and funds for the Society’s Hope Lodge program.

Now through December 20, customers can personalize and send a free photo postcard with the Ink Cards app to loved ones anywhere in the world. For each one created, **maurices** will contribute \$1 to the Hope Lodge program, up to \$50,000. For more information on creating a card today, customers are encouraged to visit [mauricesmerry.com](#).

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maurices will also support Hope Lodge through its seventh annual sale of a custom plush, this year named Hope the Hound. Designed exclusively for **maurices**, Hope the Hound retails for \$6, of which a minimum of \$3 from each sale will be donated to Hope Lodge. The cuddly plush is available online and at **maurices'** 840 locations now through January 31, or while supplies last.

Each year, Hope Lodge saves more than 41,000 patients and caregivers a combined \$26 million in lodging expenses. The network of lodges has 970 patient rooms, and the average stay is four to six weeks.

Jessica Jeffers benefited from Hope Lodge in 2011 when she relapsed after treatment for Hodgkin's Lymphoma. Jeffers spent 62 days at Hope Lodge in Minneapolis, Minn., while receiving a stem cell transplant.

"Between the staff, volunteers and other patients Hope Lodge gave me such a supportive environment. It was the perfect place for me to process the emotions of my cancer relapse," said Jeffers.

Brad Hartmann, chief creative officer at **maurices**, said the company is honored to help thousands of other people just like Jessica who have been impacted by cancer. "We're excited to continue adding new and innovative programs while keeping holiday traditions, such as our custom plush, to support free lodging for cancer patients and their caregivers. We are hoping to raise \$250,000 to for this great cause."

In November, **maurices** was awarded the Excellence in Philanthropy Award from the American Cancer Society, which honors corporations that have provided \$1 million or more to the Society in the previous calendar year through a combination of corporate contributions, in-kind support, cause marketing, sponsorships and event fundraising.

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“We are very grateful **maurices** has stepped up to support the American Cancer Society Hope Lodge program,” said Roshini George, national vice president of health promotions for the American Cancer Society. “Its financial commitment and continued involvement will help contribute to our goal of saving lives from cancer and creating a world with more birthdays.”

[Follow this link](#) to view and download a high-resolution photo of Hope the Hound and to tweet or share this news.

About **maurices**

maurices, a brand of Ascena Retail Group, Inc. (NASDAQ - ASNA), is the leading hometown specialty store and authority for the savvy, fashion-conscious girl with a twenty-something attitude. Today, **maurices** operates over 833 stores in 46 states and Canada. **maurices** stands for fashion, quality, value and customer service. Offering sizes 1-24, our styles are inspired by the girl in everyone, in every size. For store information and to shop online, visit maurices.com

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