

FOR IMMEDIATE RELEASE:



PAINT YOUR OWN POTTERY (PYOP) STUDIOS ACROSS THE WORLD TEAM UP TO RAISE MONEY FOR ST. JUDE CHILDREN'S HOSPITAL

MEMPHIS, TN – The Contemporary Ceramic Studios Association (CCSA), their members and suppliers have chosen St. Jude Children's Research Hospital as their fundraising beneficiary for 2014. Currently there are several ways in which consumers can participate including specialty designed bisque pieces, Create for the Kids studio location fundraiser events as well as auction proceeds from the CCSA 2014 Convention to be held later this year in Scottsdale, Arizona.

To raise money ILoveToCreate, a Duncan Enterprises Co. has created some special bisque pieces with a portion of sales going directly to St. Jude. These pieces will be sold in participating PYOP studios across the world and will bear the St. Jude Children's Research Hospital logo proudly. Once a customer purchases these pieces, they will paint them; the studio will glaze & fire them to return to the customer. Bisque pieces include two banks encouraging parents to teach their children to save money, save children. Dean Seather with ILoveToCreate, a Duncan Enterprises Company says the reason they decided to get involved at this level was, "Because we couldn't think of a better way to help parents enforce two very valuable lessons – the importance of saving money and the importance of giving back. Children can relate better to charities that involve and benefit other children. Painting pottery is an activity that many parents do with their children. This time together is a great opportunity for parents to talk with their kids about both of these issues all while creating a memorable piece of art."

Additionally the CCSA has created a template for individual studios to utilize by hosting a Create for the Kids fund raising night. Pottery painting is always a fun and rewarding experience and Create for the Kids will turn the day into a party with a purpose. Participants will enjoy refreshments, giveaways, a silent auction, games and a memorable evening of painting pottery while raising funds.

In September the CCSA will hold its annual convention in Scottsdale Arizona. As part of the event there is a silent and live auction that includes pieces created by studio owners and suppliers alike. In years past this night has raised as much as \$40,000. Dena Pearlman, Executive Director of the CCSA, stated, "We are absolutely in love with St. Jude Children's Hospital, their mission and their dedication. Our member studios serve as a place for families to create fun memories together and children to celebrate birthdays and other milestones. We are extremely proud to offer these opportunities to raise money for such a worthy cause."

To find a PYOP studio near you, please visit www.paintyourownpottery.net and to find a list of studios participating in Create for the Kids, please visit www.ccsaonline.com and click on link on home page.

About The Contemporary Ceramic Studios Association (CCSA)

The CCSA is a not for profit trade association for the Paint Your Own Pottery Studio (PYOP) industry around the world. They are headquartered in Memphis, TN with a satellite office in Fort Lauderdale, FL. The CCSA was started in 1995 by a group of entrepreneurs that saw a need for a governing association in their budding industry.

The mission of the CCSA is to promote creativity and excitement about our industry and be a resource for our members.

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To learn more please contact:

Laura Hollis, Director of Marketing
CCSA
PO Box 591
Arlington, TN 38002
(o) 888.291.2272x7
(c) 704.222.3639
laura@ccsaonline.com
www.ccsaonline.com