



NEWS RELEASE

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My Favorite Things Goes *Red for Women* as “Red Couch Sponsor”

My Favorite Things gift and furniture shop will be supporting the American Heart Association’s *Go Red for Women Experience* this year as a “Red Couch Sponsor.”

The red couch provided by My Favorite Things is featured at the *Go Red for Women* luncheon on November 4th. Attendees are encouraged to take pictures with provided *Go Red* signage on the red couch and post to social media using the hashtag, *#GoRedCouch*.

The *Go Red* couch will then stay in My Favorite Things for the rest of the year. Here, the public is encouraged to take “selfies” on the couch and post to social media, also using the hashtag, *#GoRedCouch*.

Each person who posts a *#GoRedCouch* picture to social media will be entered to win a \$500 shopping spree to My Favorite Things. The winner will be randomly selected December 15, 2016.

My Favorite Things’ support of *Go Red for Women* will also include events in 2017, beginning in February. Details will be announced in advance for each upcoming event.

“We are excited to be part of the *Go Red for Women Experience* this year,” says Tom Ulshafer, President of Retail Operations at My Favorite Things. “Too many mothers, daughters, sisters, and aunts have fallen victim to heart disease. We proudly join the *Go Red* movement to support the American Heart Association in their fight to save lives.”

My Favorite Things is Lexington, Kentucky's premiere store for first quality luxury furniture, unique one-of-a-kind gifts, exquisite home décor, and professional interior design service. Located in Hamburg behind Forcht Bank.

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