



the choice of market leaders

MADEIRA

USA LTD

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Madeira USA's *Thread Can...Help* Campaign Supports Paws with a Cause®

Laconia, NH -- Throughout the first months of 2012, Madeira USA is contributing a portion of the sale of each Madeira Thread Can filled with 6 cones of Classic Rayon #40 or 100% polyester Polyneon #40 to Paws With A Cause®. Customers get to choose between eco-friendly Classic Rayon or bleachable Polyneon, in 6 different colors or all the same color, depending on their embroidery needs. Each cone contains 5,500 yards of thread. Cones are delivered in a clever, clear-sided storage can and a portion of each sale is given to the Michigan-based non-profit organization, Paws with a Cause®. Larger quantities of thread at a discounted price are available for higher volume embroiderers.

“Madeira is no stranger to recognizing a need for help and responding,” explains Madeira USA’s President/CEO Hajo Voeller. “In Germany, where Madeira thread is manufactured, regular corporate donations are made to charities that support cancer research, support for children in other nations who work in the apparel industry, and families of quarry workers. Throughout the year, Madeira USA will choose a variety of charitable, non-profit organizations that support the interests of our customers.”

To launch the 2012 campaign, the recipient of the donation portion of Madeira’s Thread Can sales will be Paws With A Cause®. This organization is dedicated to serving people with disabilities by training and placing Assistance Dogs, which include: service dogs for people with physical disabilities, hearing dogs for people who are hard of hearing or deaf, seizure response dogs for people with seizure disorders and service dogs for children with autism. PAWS® offers lifetime support once the service dog is paired with its owner.

For additional information, please contact Alice Wolf, marketing communications director for Madeira USA, at 800 225-3001, ext. 107 or awolf@madeirausa.com.

To learn more about Paws With A Cause®, visit www.pawswithacause.org or contact them at 800 253-7297 or paws@pawswithacause.org

About Madeira:

Founded in Freiburg, Germany, in 1919, Madeira is a global leader in the production of high quality embroidery threads for the decorated apparel and home fashion markets. The Madeira product line includes the industry’s largest selection of specialty threads, E-Zee Backing & Topping™ products, plus a complete line of bobbins and accessories. Today, Madeira services its clients from operations in the USA, Europe, Japan, and key Asian markets. The company ships from 12 U.S. locations, more than any other embroidery supplier nationwide. For more information, visit www.madeirausa.com.

Shipping from more locations nationwide than any other embroidery supplier

Alabama ● California ● Colorado ● Florida ● Illinois ● New Hampshire (Headquarters)
North Carolina ● Ohio ● Pennsylvania ● Texas ● Washington