



FOR IMMEDIATE RELEASE:

**CONTACTS:**

Jude Wellington  
jude.wellington@kimball.com  
510-867-5648  
Kathy Lassen-Hahne  
kathy@chezhelvetica.com  
415-752-1678

## HAVE YOU HEARD THE PILLOW TALK? THEY HAVE BEEN CARRYING ON FOR 20 YEARS!

**San Francisco, Calif. March 15, 2007** – It's true. Philanthropy by Design has been improving the quality of people's lives serving over 600 agencies and diverting tons of interior products from landfills for 20 years. Since its origination as the philanthropy committee of the Hospitality Industry Association (HIA) in 1987, PBD has been using recycled furnishings and mobilizing the talents of the design community to partner in creating inspiring interior environments for not-for-profit organizations. Now, there is an opportunity for you to take action - ***a way to showcase your talent and do something to benefit the community.***

### WHAT

Celebrating 20 years of service, Philanthropy by Design's annual Have-A-Heart silent auction will take place on July 12, 2007 at the ALLSTEEL Showroom. Be a part of a select number of designers to **create a pillow** for this year's auction. All pillows will be put on our cMarket Auction web site prior to the event with a profile about each designer. All pillows will then be on display at the silent auction the night of the event with credit given to the designer.

### HOW

Create a one-of-a-kind pillow to donate using the "20" theme. Fabrication is your responsibility with material provided by MAHARAM and down feather inserts provided by DOWN, ETC. Write a brief (no more than 200 word) profile about yourself, including the firm you represent, so that your industry friends can get excited about your involvement.

### WHEN

We need your commitment by **April 15**. A photo of your pillow and your profile are needed by **May 15** for inclusion on our web site featuring the auction. **Space is limited.**

### WHO

If you would like information on PBD volunteer opportunities or the pillow design, send e-mail to [kathleen@wulfwerks.com](mailto:kathleen@wulfwerks.com). We'll contact you with the details.

For more information on Philanthropy by Design, please visit [www.pbd.org](http://www.pbd.org).

**We look forward to your participation!**



2006 Pillow designers (l to r): Anne Sherwood, Glendy Tseng, Susan Porter