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For Immediate Release

SPRING SALE TO BENEFIT FOUR ST. LOUIS CHARITIES

WHAT: Design Ideas Charity Sale
WHEN: May 2 through 25; open Monday through Friday from 10 a.m. to 8 p.m.; Saturday and Sunday from 10 a.m. to 6 p.m.
WHERE: Former Schnucks building at Highway 141 and Big Bend Blvd.

ST. LOUIS, MO – (May 4, 2009) Character Plus, Edgewood Children’s Center, the Missouri Botanical Garden and The National Children’s Cancer Society have teamed up with Design Ideas to bring a special limited-time outlet sale to St. Louis. Design Ideas creates functional, fashionable and affordable accessories for home and office. The four charities will have a three-week charity sale from May 2 through 25 at the old Schnucks building at Highway 141 and Big Bend Boulevard. A portion of the proceeds will be given to each charity.

The store features innovative and fashionable home and office accessories at a fraction of the retail price. All items are discounted 75 to 95 percent off the normal retail value. Store hours are Monday through Friday from 10 a.m. to 8 p.m. and Saturday and Sunday from 10 a.m. to 6 p.m.

“We hope that the charity store will help raise awareness of these charities and show the community you can have fun while helping a good cause,” said Design Ideas President Andy Van Meter.

Design Ideas started in 1984 as a brother-sister team with a million-dollar idea, a handy wire basket for toting toiletries from the bedroom to bathroom in college dorms. Today, it has exponentially expanded to create more than 1,500 decorative accents, tabletop accessories and storage and organization aides that are marketed and sold around the world. To learn more about Design Ideas’ full array of products, please visit www.designideas.net.

CHARACTERplus

Having good character means understanding, caring about and acting upon core ethical values such as honesty, respect and responsibility. CHARACTERplus, an initiative of Cooperating School Districts, is devoted to advancing the cause and importance of character education. This organization is designed to address issues related to student character, responsibility and academic achievement. CHARACTERplus provides quality training, resources and leadership to help parents and schools accomplish one of their most important jobs – the character development of the next generation. www.characterplus.org

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Edgewood Children's Center

Founded in 1834, Edgewood Children's Center provides compassionate care and treatment to restore children and strengthen families through intensive therapy, special education, residential treatment, case management and support services. Edgewood serves over 300 children and family members daily. Many of the children served have been physically, sexually or emotionally abused, neglected or abandoned. Edgewood is a 501(c)(3), non-profit, nonsectarian, United Way agency. www.eccstl.org

Missouri Botanical Garden

Founded in 1859, the Missouri Botanical Garden is the nation's oldest botanical garden in continuous operation and a National Historic Landmark. The Garden is a center for botanical research and science education, as well as an oasis in the city of St. Louis, offering 79 acres of beautiful horticultural display. Highlights include a 14-acre Japanese strolling garden, founder Henry Shaw's original 1850 estate home, and new in 2009, a 20-foot-diameter Floral Clock in honor of the Garden's sesquicentennial. www.mobot.org

National Children's Cancer Society

The mission of The National Children's Cancer Society is to improve the quality of life for children with cancer and their families worldwide. We serve as a financial, emotional, educational and medical resource for those in need at every stage of their illness and recovery. In the United States, we ease the financial burdens that accompany major illness; give crucial support and comfort; and address the challenges of survivorship. Abroad, we provide live saving pharmaceutical drugs, medical supplies and equipment to facilities that treat children with cancer. www.nationalchildrenscancersociety.com

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