



# DraperyAndBedding's Valentine's Day promotion a success for heart foundation and lucky winner

BonoVox PR, February 27, 2007

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*Arizona manufacturer effectively raises money and awareness in a promotion to benefit a nonprofit organization.*

PR9.NET February 27, 2007 - Santa Monica, CA – This past Valentine's Day, top of the line custom design manufacturer DraperyAndBedding.com dedicated its attention to promoting WomenHeart, the National Coalition for Women with Heart Disease. With an objective of raising money and awareness for the nonprofit foundation, the Valentine's Day promotion proved to be a charitable success.

DraperyAndBedding owner Christine Tenney says she was inspired to offer the promotion after reading about WomenHeart's commitment to support women living with heart disease. With heart disease the leading killer in the United States, Christine wanted to devote the heart-themed holiday to an organization that went above and beyond to improve the lives and health care of the eight million women living with heart disease in the country.

As the basis of the promotion, DraperyAndBedding crafted a custom made boudoir pillow out of a specially selected fabric that would compliment the holiday in understated elegance. The red velvet pillow features a small silver heart charm pendant and a convenient zippered pocket to store away Valentine's Day reminiscences. Offered at a friendly price of \$25, DraperyAndBedding allocated \$5 of each purchase to WomenHeart.

Phoenix-based Burland Jewelry teamed up with DraperyAndBedding to make the promotion more eventful and alluring to prospective customers. The distinguished jewelry company donated a two-tone gold and diamond heart necklace valued at \$700 that would be presented to one lucky pillow holder. Each pillow included a code zippered into the pillow's pocket for each holder to determine if they were the winner of the necklace.

On Valentine's Day, Ann Hulett of Macon, GA, learned she was the lucky winner of the promotion. The posting of the winning code on Burland Jewelry's website concluded the promotion with hearty enthusiasm after raising ample funds and awareness for the heart foundation over the course of three weeks. Ann now enjoys not only a warm and inviting pillow and a silver heart charm pendant but also a heart-shaped gold and diamond necklace.

Although the promotion is no longer in effect, DraperyAndBedding will still offer the velvet heart charm pillow on a made to order basis.

For more information on DraperyAndBedding or to order a heart charm pillow, visit: <http://www.draperyandbedding.com>.

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## About DraperyAndBedding:

Design custom drapery and bedding online with our easy to use product designer. With over 400 in-stock fabrics to choose from, it's easy to design a dream room at an amazing price. We provide the latest technology with "old school" service to provide a hassle-free design experience.

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