



## NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### Pat Catan's Partners with Viabella Holdings, LLC to Support The Up Side of Downs

*Purchase three Viabella cards from any Pat Catan's location in the month of September and \$1 will be donated to The Up Side of Downs of Northeast Ohio.*

**Strongsville, OH (Aug. 25, 2015)** – For the first time, Pat Catan's is partnering with Viabella Holdings, LLC to support The Up Side of Downs of Northeast Ohio with a special promotion on Viabella greeting cards. During the entire month of September, \$1 will be donated to The Up Side of Downs each time a customer buys three Viabella greeting cards at any Pat Catan's location.

"Supporting local charities and community organizations is an important aspect of any family owned business," said Pat Catan's CEO Mike Catanzarite. "This charity is near and dear to the Pat Catan's family, and we're looking forward to seeing how much money we can raise for The Up Side of Downs."

Pat Catan's gives back to the community regularly by donating a portion of the sale of each of its VIP store discount program memberships through the Catan Family Foundation to its partners, the American Cancer Society, the Cleveland Clinic and John Ownen's Adventure, Inc. Last year the donation to these three organizations totaled \$9,000.

Pat Catan's also sponsors multiple free family events throughout the year in the communities that surround store locations including the annual Pat Catan's Kidsfest and Duck Race in Strongsville, Ohio.

### About The Up Side of Downs

The Up Side of Downs of Northeast Ohio (USOD) provides support, education and advocacy for people with Down syndrome, their families and communities. USOD serves over 900 families in 16 counties of Northeast Ohio and is the primary resource for families and communities regarding Down syndrome, where all people are accepted, included and empowered. For more information, visit [The Up Side of Downs Website](#).

### About Viabella Holdings, LLC

[Viabella](#), formerly Marian Heath Greeting Cards, has been in business for more than 70 years. Marian Heath herself started the business from her home in Sudbury, Massachusetts during the World War II era, and kept it family owned for nearly 62 years. Viabella is committed to continuing the family tradition and culture of our brand.

### About Pat Catan's

[Pat Catan's Craft Centers](#) have grown from a single location to 30 stores that serve communities in Ohio, Pennsylvania, Michigan, West Virginia and Indiana. Pat Catan's stocks a huge selection of basic craft supplies with new products being added regularly. Crafters can find scrapbooking supplies, floral design supplies, jewelry making supplies, DIY home décor, kids' crafts and more.

Customers can stay up to date with everything Pat Catan's by visiting the [Pat Catan's blog](#), signing up to receive [email notifications](#) about sales and events, or by following Pat Catan's on Facebook, Twitter, Pinterest and Instagram.