



sorrisidécór™
tooth fairy pillows

NEWS RELEASE

May 5, 2009
FOR IMMEDIATE RELEASE

Kent Mom Turns Tooth Fairy Pillows into Treasure to Provide Crisis Dental Care in Western Africa

Kent, Washington, May 5, 2009 – Elisa Hope, mother of three, is excited to announce the official launch of Sorrisi Décor, a Kent-based business that offers beautifully-designed tooth fairy pillows with a twist – a portion of the profits will benefit children in need of crisis dental care in western Africa.

The idea for the business came unexpectedly when a nearly-failed tooth fairy attempt created an opportunity for Hope. After her son woke up during a visit from the tooth fairy, Hope hid in his room to avoid detection. While waiting for her son to fall asleep, this creative Kent mom developed the idea for the fun, 14-inch, pocketed tooth fairy pillows.

“I had been making pillows for my nieces and nephews already,” Hope explained, “So I thought if I made a business out of the idea, I could donate part of the profits to help kids who needed dental care.”

Hope followed up on the idea by contacting Medical Teams International who told her the greatest need for crisis dental care was in Liberia and Mali, West Africa. Shortly thereafter, Sorrisi Décor and its tooth fairy pillows were born!

Hope’s initial line of tooth fairy pillows includes 12 brightly-colored, whimsical designs. The pillows retail for \$49.99 plus tax, and are available online as well as at specialty boutiques like Marie Haggin Accessories in Kent Station.

Hope will celebrate the launch of her business with an open house at Marie Haggin on Saturday, May 30 from 7 to 9 p.m. During the event, Hope will unveil the new line of tooth fairy pillows and introduce a member of Medical Teams International to explain how Sorrisi Décor’s donations will help kids get dental care. The event will also feature a live jazz trio and complimentary appetizers and beverages. The public is invited to attend.

“When I first saw the pillows, I knew I had to have them in my store,” Debbie Marie Haggin said. “They make great gifts for nieces, nephews and grandchildren. My customers will love them!”