

NEWS RELEASE

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Local Boutique Supports Project Promise Effort

Proceeds from Pearls For Promise Initiative Will Be Tallied Saturday

St. Croix, U.S. Virgin Islands (May 11, 2016) – Shay's Boutique launched a week-long campaign in honor of Mother's Day, to help benefit Project Promise and its programs. On Saturday, May 7, 2016, the store's owners announced that they would donate 10 percent of the proceeds from their newest collection, Pearls For Promise, to the non-profit.

The Pearls For Promise collection was designed by Shayna Johansen, co-owner of Shay's Boutique and owner of IMperfection Jewelry. It includes bold, feminine pieces in natural gemstones, sea glass and magnificent keshi pearls. Along with her mother and business partner, Dianne Canegata-O'Reilly, Shayna said she's happy to support Project Promise. "Shay's Boutique and IMperfection Jewelry are proud to donate a percentage of gross sales to Project Promise from May 7-14, 2016," Johansen said. "This week of giving back features "Pearls For Promise", and we gladly support this dynamic new organization which enhances the lives of St. Croix youth" concluded Johansen.

On Saturday, May 14, 2016 at 4:00 p.m., Shay's Boutique will host a *Tally and Toast* to announce the results of the week-long campaign. The proceeds from the Pearls For Promise campaign will go towards supporting Project Promise's Caterpillar Project program.

Project Promise founder and president, Resa O'Reilly said she's grateful for the support from local businesses. "Project Promise sincerely thanks Shay's Boutique for their give back! Through contributions from businesses like Shay's, we can continue to positively impact the lives of youth in our community" O'Reilly said.

For more information about The Caterpillar Project, or other Project Promise programs, please contact Resa O'Reilly at (340) 244-3242. Project Promise is a 501(c)(3) non-profit organization dedicated to improving the lives of at-risk youth on St. Croix by providing empowerment initiatives, cultural programs and family services. To learn more about Project Promise, please visit the website at www.projectpromisevi.com.

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