



News Release

**Media Contact:**

Adria Courtot

704.588.3190, Ext. 372

[acourtot@carolinapad.com](mailto:acourtot@carolinapad.com)

[www.carolinapad.com](http://www.carolinapad.com)

## **New Line of Fashion School Supplies Takes a Stand Against Animal Cruelty**

**CHARLOTTE, NC (June 1, 2011)** – Carolina Pad™, industry leader in fashion school and office supplies, has teamed up with the Humane Society of the United States (HSUS) to inspire students to raise their voice against animal cruelty. A collection of school supplies, entitled “Stand Up,” has been created to benefit HSUS and raise awareness for the Mission:Humane project.

Mission:Humane is a nationwide movement of young people working to help animals. The program provides resources to students who want to make a difference for animals by taking action. Participating students tackle issues such as puppy mills, animal abuse and cruelty, farm animal protection, living peacefully with wildlife and the fur trade.

“There is no cause closer to my heart than animals,” says Carolina Pad designer Liz Diller, who created the Stand Up line. “Inspiring others to help them through my designs is the perfect intersection of my work at Carolina Pad and the causes I support.”

A partnership with HSUS is a natural fit for Carolina Pad, whose Commerce with a Conscience™ initiative allows them to partner with nonprofit organizations to raise funds and awareness for worthy causes. The company’s fun and funky designs encourage self-expression in students, which ties in perfectly to Mission:Humane’s tagline “Your voice is their voice... Make it heard.”

Products in the “Stand Up” line carry messaging central to the Mission:Humane ideology – Speak Out, Love and Respect. This unique craft-paper collection will be available at [www.carolinapadstore.com](http://www.carolinapadstore.com) in June.

### **About Carolina Pad**

Carolina Pad™ is a leading supplier of school, office, organizational, and arts and activity products. Headquartered in Charlotte, N.C., with offices in Hong Kong and Shanghai, Carolina Pad is one of the fastest growing stationery companies in the world. Its school, office, and arts and crafts products can be found at major retail outlets, office supply, grocery and drug stores. The Carolina Pad portfolio of brands include Studio C™, Note2Self®, Ghostline®, Fundanoodle™, Notebound®, Sasquatch®, and u:create®. Learn more about Carolina Pad at [www.carolinapad.com](http://www.carolinapad.com).