



**Mud Pie Supports American Cancer Society Research Efforts through Covid-19 Crisis**  
*Total donations top \$500,000 in 2021*

**(Stone Mountain, GA)** - January 7, 2021 - Mud Pie's donations over the past three years helped the American Cancer Society (ACS) provide wigs to nearly 8,000 women going through cancer treatment. Then came the pandemic and an urgent need for flexibility.

In 2020, the effects of COVID-19 put the future of cancer research in jeopardy and the lives of those affected by cancer. For the first time ever, ACS, the largest non-governmental funder of cancer research in the U.S., faced the devastating possibility of having to cut research funding by 50%. At the same time, cancer patients and survivors are finding it increasingly challenging to get the care they need.

More than a quarter (26%) of cancer patients, and survivors reported delays in their cancer-related care because of coronavirus, according to a recent survey by the American Cancer Society Cancer Action Network.

Mud Pie and the Marcia & Mark Miller Family Foundation stand with the American Cancer Society to ensure that this battle continues by committing \$150,000 in 2021 to ACS in unrestricted funds. This brings their total contributions to \$500,000 since 2017.

Marcia Miller, founder and CEO of Mud Pie said, "When we launched our Pazitive Thoughts inspirational collection in 2017, we wanted to impact women going through cancer treatment. Today, we are committed to ensuring that life-saving research continues, and that innovative ideas and discoveries are not lost."

Failing to invest in research now means that we will have less knowledge about prevention and treatment, lost progress towards cures, and ultimately, more deaths from cancer.

“Research projects require steady investment and take years to come to fruition. Today’s cancer breakthroughs began perhaps 10-20 years ago with investment in basic science. If research funding is disrupted today, it means lives lost tomorrow,” said Megan Wessel, vice president, Regional Cancer Control, for the American Cancer Society. “We’re grateful to Mud Pie and the Marcia & Mark Miller Family Foundation for their passion and ongoing support to help us ensure that lifesaving cancer research continues to get funded and people facing cancer get the help they need.”

**About Mud Pie**

Mud Pie is a lifestyle brand that creates delightful gifts to inspire all of life’s sparkling moments. The company began in 1988 with 10 living items and has since grown into an award-winning manufacturer of baby & kids apparel, fashion & accessories, and home décor pieces, all designed to celebrate life’s special moments. Mud Pie is based out of Stone Mountain, GA and is available in over 16,000 specialty retailers and department stores worldwide. For more about Mud Pie, visit <https://wholesale.mudpie.com>. Mud Pie...because every day is a gift.

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