

PrimaLoft, Downlite Campaign to Help Victims of Domestic Violence

CINCINNATI — Down alternative brand PrimaLoft and utility bedding manufacturer Downlite are partnering on the Support Your Dreams campaign to support women and children making the passage from shelters to independent living.

The companies are donating pillows to residents of domestic violence shelters, which they may keep. PrimaLoft and Downlite also will lead local fundraising drives to raise money for shelters and will donate proceeds from an online pillow purchasing program to the cause.

The pillow donations will go to the Equinox Domestic Violence Shelter in Albany, N.Y., and



the Cincinnati YWCA Battered Women's Shelter. The shelters were selected because of their proximity to each supplier's headquarters community. The first donation was made Oct. 1 in recognition of National Domestic Violence Awareness Month. **HTT**

