



FOR IMMEDIATE RELEASE

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**Sign of the Arrow Awards Grants to Area Agencies
at 48th Annual Philanthropy Brunch**

(St. Louis, MO – October 20, 2016) Sign of the Arrow, the premier nonprofit retail destination for needlepoint and specialty gifts, awarded **25 grants** to St. Louis area agencies at their 48th annual **Philanthropy Brunch** on **Thursday, October 20, 2016 at 9:30 a.m. at Ladue Chapel**, 9450 Clayton Road.

This year's Philanthropy Brunch occurs at a special time in the history Sign of the Arrow, which is celebrating it's 50th year. Established in 1966, it was started by the St. Louis Alumnae Club of Pi Beta Phi to provide philanthropic support to the community. Today the shop is staffed by 80+ community volunteers who give in excess of 22,000 hours annually to help run Sign of the Arrow. **ALL** shop proceeds benefit area agencies. Sign of the Arrow has donated more than \$3.6 million dollars to 187 different charities since its inception. Customers truly impact the lives of others in their community when they shop at Sign of the Arrow!

The following agencies received grants from Sign of the Arrow at the 2016 Philanthropy Brunch:

Aim High St. Louis
Alzheimer's Association
The Big Muddy Dance Company
Cardinal Glennon Children's Foundation
(SSM Health)
Care and Counseling
Central Institute for the Deaf
Episcopal City Mission
Epworth Children & Family Services
Gateway Greening, Inc.
Gifted Resource Council
The Haven of Grace
KidSmart, Inc.
Kingdom House
Life & Hope Fund of St. Luke's Hospital

Marian Middle School
Most Holy Trinity School and Academy
Opera Theatre of Saint Louis
Pi Beta Phi Foundation
Places for People, Inc.
The SoulFisher Ministries
Special Education Foundation
St. Louis Alumnae Panhellenic Assoc.
The St. Louis Children's Choirs
Webster Rock Hill Ministries
Wyman Center, Inc.

"We have the best customers! And, because of their loyalty and generosity, we were able to award grants to 25 deserving organizations this year" commented Pam Wingbermuehle, President of Sign of the Arrow. "We thank each and every one of our customers and volunteers for their continued support which has helped us to truly make a difference in the St. Louis community."

Any shop volunteer or Pi Phi alumnae can nominate a charitable agency to receive a grant from Sign of the Arrow. The agency and sponsor then submit a grant request specifying, in detail, how funds would be used, should they receive a grant. Sign of the Arrow's Philanthropy Committee meets to decide which agencies receive grants. Careful consideration is given to each applicant.

Sign of the Arrow is widely known for its extensive selection of designer needlepoint, including hand-painted canvases, custom designs, custom finishing, furniture, fibers, trunk shows, and classes. Knowledgeable staff and volunteers assist both novice and experienced needlepointers. The shop also offers unique gifts, including decorative accessories, holiday decorations, sorority gifts, baby gifts, picture frames, stationery, and more.

Shoppers can visit www.signofthearrow.com to shop online, or contact the shop directly to place an order. Sign of the Arrow provides an extensive and thorough mail order business to individuals and needlepoint shops countrywide. Services include finishing, stitching, choosing fibers and fabric for canvases, monogramming, blocking, and custom painting.

Sign of the Arrow has a variety of classes for needlepointers of all ages and abilities, including classes on decorative stitches, children's classes, specialty fiber classes, and one-on-one instruction. Classes are offered in person at Sign of the Arrow and expert stitchers are always available in store to help with specific questions.

For more information on needlepoint, gift products and services at Sign of the Arrow, please log onto www.signofthearrow.com, "Like" Sign of the Arrow on Facebook at <http://www.facebook.com/Sign.of.the.Arrow> or call 314/994-0606. Sign of the Arrow is located at 9814 Clayton Road, in the heart of Ladue, Missouri.

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**Agency Representatives, Sponsors and Philanthropy Committee for the
2016 Sign of the Arrow Philanthropy Brunch**

