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PRESS RELEASE

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LOCAL BRAND, MUNKI MUNKI® LAUNCHES “SHARE A SMILE” KICKSTARTER CAMPAIGN FOR NON-MEDICAL MASK PRODUCTION

MAPLE GROVE, Minnesota, June 8, 2020: Munki Munki® family owned sleepwear brand releases their mask production initiative to better serve the community by offering exclusive Munki Munki® non-medical face masks through Kickstarter fundraising. As a local brand committed to serving the community, we have used our expertise in sleepwear to develop PPE masks.

<https://www.kickstarter.com/projects/munkimunki/share-a-smile-with-munki-munki-face-masks/?ref=kicktraq>

<https://munkimunki.com/blog/our-message-to-you/>

Munki Munki® specializes in pajamas that make people smile! Now we want to shift our focus to creating masks that make people smile! Our brand is built on our unique, hand drawn prints that are both whimsical and quirky. When the pandemic hit, many of our employees started using fabric from Munki Munki Pjs to create non-medical face masks for personal use. They were so cute, that we wanted to make them for everyone. We have now turned to *Kickstarter* to raise funds to create super cute Munki Munki® non-medical masks for our friends, family, and community. The “Share A Smile” Munki Munki Kickstarter campaign has awesome pledge rewards including 3-Packs of masks, high-end pajamas, and even custom illustration packages.

What is different about these masks? These masks are created from two layers of 100% Cotton jersey fabric. Instead of irritating elastic, our masks feature nylon ear-straps that take the pressure off the back of the ears. The masks are washable and reusable, so you can help save the environment too! And the best feature is that they feature our signature hand drawn prints. We have developed countless masks and feel that we have come up with something that is pretty great. We are utilizing some of our favorite Munki Munki prints to help share a smile!

Ben Gray, owner of Munki Munki® sleepwear said “In times like this, we believe it is more important to share a smile than ever before. We are experts in pajamas, and we are now pivoting with the times to help better serve the needs of the community.”

Sierra Riggs, Art Director of Munki Munki sleepwear said “We are so excited to be putting our cute prints on masks, it seemed like the obvious thing to do. Wearing a mask can be awkward and uncomfortable. We’ve developed a collection of masks with a feel good aesthetic to lift people’s moods!”

Munki Munki® has already donated over 200 units of pajamas and sleep apparel to charities such as *Sharing and Caring Hands* in Minneapolis, Minnesota. With the success of this campaign, we will be able to donate non-medical masks to the community as well.

To contribute to the Munki Munki® mask “Share A Smile” campaign, or for more information about about the program, please visit

https://www.kickstarter.com/projects/munkimunki/share-a-smile-with-munki-munki-face-masks?ref=ksr_email_creator_launch

For copy of letter, interview requests, images or background briefing contact:

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