



29.2K



20K



3.9K



1.1K

MUDLOVE

HANDCRAFTED CLAY GOODS

MudLOVE.com

About MudLOVE

MudLOVE is an Indiana-based pottery boutique owned by Luke and Whitney Wright. In 2009, inside a tiny garage with nothing more than an old stamp set, a box of clay, and a plan to support clean water projects in Africa, MudLOVE was born. With mud on their hands and love in their hearts, MudLOVE sees the chance to make a difference as their inspiration to create. They put thoughtful, skillful hands to the clay to shape mud into love, producing mugs and bracelets that make unique and meaningful gifts. MudLOVE is a for-profit business built on the idea of giving back. Partnering with Water for Good, MudLOVE ensures that every product purchased provides one week of clean water for someone in the Central African Republic. Alongside providing water, MudLOVE products have become everyday instruments of encouragement and inspiration.

What Makes MudLOVE Special?

- MudLOVE’s mission is to create tools that give people the opportunity to shape their life and the life of their communities. They hope that together we’ll find ways, big and small, to show love and fill the world with hope.
- All MudLOVE products are handmade by a team of artisans. Every product sold provides one week of clean water to someone in need.
- MudLOVE products offer a creative fundraising solution for school functions, adoptions, mission trips, and more. Gain support for your cause and make a difference through online and in-person fundraising options.
- Since it began, MudLOVE has made profound progress in ending the water crisis in the Central African Republic. To date, they have provided almost 1,232,000 weeks of clean water thanks to their partnership with Water for Good.
- MudLOVE gained national recognition when The Bachelor contestant Ben Higgins wore their “hope” bracelet on the show. Since then, MudLOVE and Higgins have partnered together to give 50% of proceeds from sales of that bracelet to the nonprofit that Higgins works with, Humanity and Hope United Foundation, which helps create jobs for people in Honduras.

Media contacts: Brittany Battista/Brooke Houser
Brittany@choicepublicity.com / Brooke@choicepublicity.com
734-730-1218/ 865-712-5608





MUDLOVE

HANDCRAFTED CLAY GOODS

MudLOVE.com

Potential Topics:

Philanthropy

- How for-profit businesses can promote philanthropy
- Supporting small business owners through ethical sourcing
- Conscious consumer purchasing
- Participating in the fight against inequality as a business



Creativity

- From starving artist to business owner: A ceramic major's journey to monetizing his dreams
- The impact of a word: Life-changing stories that began with the simple act of giving
- Putting love into action through products



Business

- How to turn an avocation into a vocation
- Cause-minded entrepreneurship
- Partnering with customers to create lasting change
- Successfully getting into business with your spouse
- American-made products with a global impact
- Mission VS. Money: How to balance multiple bottom-lines
- Strategic product development



Media contacts: Brittany Battista/Brooke Houser
 Brittany@choicepublicity.com / Brooke@choicepublicity.com
 734-730-1218 / 865-712-5608





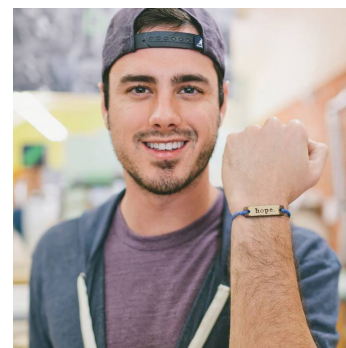
MUDLOVE

HANDCRAFTED CLAY GOODS

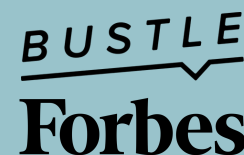
MudLOVE.com

Suggested Interview Questions

- Where did the idea for MudLOVE originate?
- 100% of your products are handmade by a team of artisans. Can you share more about that process?
- Why did you decide to focus on mugs and bracelets?
- Your love of pottery came from your elementary school art teacher. What lasting impact has she made on you?
- Why did you decide to partner with Water for Good, and how does your partnership work?
- What progress have you and Water for Good been able to make together in the Central African Republic?
- What was it like when The Bachelor's Ben Higgins brought national attention to your mission?
- Your website is full of heartwarming stories from customers who have purchased your products. Do you have a favorite story?
- What is your hope for the future of MudLOVE?
- What do you think your customers love about MudLOVE?
- How do you work so well together as married business partners?



Media contacts: Brittany Battista/Brooke Houser
 Brittany@choicepublicity.com / Brooke@choicepublicity.com
 734-730-1218 / 865-712-5608





MUDLOVE

HANDCRAFTED CLAY GOODS

MudLOVE.com

Bestselling Products



Custom Tagged Mug - \$34 USD

Most mugs are just mugs. Let this mug be a tool to fuel your inspiration every time you take a sip. Customize with an inspirational anecdote, milestone date, or family name and choose from over 15 different colors!



Custom Stamped Bracelet - \$16 USD

This is MudLOVE's bestselling product for a reason. They stamp words, names, dates, jokes, you name it into clay by hand and turn it into a meaningful bracelet just for you. Available in over 15 different colors!

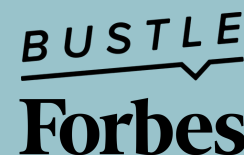


Original Bracelet - \$12 USD

MudLOVE's original bracelet is designed to shape the lives of others through inspirational anecdotes. Available in over 25 phrases, including bestsellers like "Be The Change" and "Be Still," these bracelets serve as an everyday instrument of inspiration.



Media contacts: Brittany Battista/Brooke Houser
Brittany@choicepublicity.com / Brooke@choicepublicity.com
734-730-1218 / 865-712-5608





29.2K



20K



3.9K



1.1K

MUDLOVE

HANDCRAFTED CLAY GOODS

MudLOVE.com

Bulk Products



Corporate Gifts

Don't settle for run-of-the-mill pens and water bottles. Inspire your team to be the very best they can by giving them gifts that matter. MudLOVE makes corporate gifting simple by offering bulk discounts on a large variety of custom product options to meet brand standards. Plus, every product you give provides one week of clean water to someone in need, so choose to make a difference in your organization and across the world.



Wedding Gifts

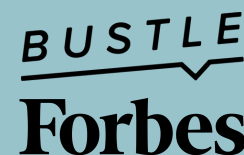
MudLOVE offers handcrafted unique wedding favors and gifts to make your ceremony memorable. MudLOVE can personalize products to perfectly match your personal taste. Don't break your budget - bulk discounts make it possible to give personal favors without sacrificing quality. Customize a bracelet with the date of your special day, or have a unique wedding toast with personalized mugs!



Wholesale

Add a dash of inspiration to your retail shelves! MudLOVE allows small businesses to stock their shelves by shopping from their online wholesale portal. You can even craft products that match your customer base. Every product provides one week of clean water to someone in need.

Media contacts: Brittany Battista/Brooke Houser
Brittany@choicepublicity.com / Brooke@choicepublicity.com
734-730-1218 / 865-712-5608





MUDLOVE

HANDCRAFTED CLAY GOODS

MudLOVE.com

MudLOVE + Vida Plena

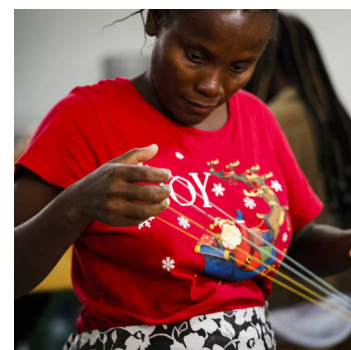
MudLOVE partners with Vida Plena to provide jobs for women in search of fair employment. Vida Plena exists to empower women in the Dominican Republic to break the cycle of poverty. Vida Plena opened its doors with a training event hosted by MudLOVE on October 1st, 2018.

Vida Plena helps women flourish economically, emotionally, physically, and spiritually by providing artisan trade training, micro-finance programs, adult literacy classes, and dignified employment in a safe, secure space. While their lives were hard, working at Vida Plena has helped them find new purpose in life. Many of them support their families with the wages they earn.

The women of Vida Plena in El Hoyo and Monte Verde are responsible for the production of MudLOVE's hand-woven Viona bracelet line. The Viona bracelet is an homage to Luke Wright's elementary school art teacher, Mrs. Viona Brown. The team skillfully weaves each Viona using the same technique Mrs. Viona Brown used 25 years ago.

In 2021, MudLOVE traveled to Monte Verde, a town near Punta Cana, reliant on the tourism economy. They were struggling amidst the pandemic and MudLOVE stepped in to provide steady work for women through Vida Plena. They provided production training for six new clay products and four jewelry styles in just three days.

MudLOVE's partnership with Vida Plena is growing daily and soon they will share nearly 50% of production responsibilities with MudLOVE's Indiana-based team. Learn more about Vida Plena: vidaplena.love



Media contacts: Brittany Battista/Brooke Houser
Brittany@choicepublicity.com / Brooke@choicepublicity.com
734-730-1218 / 865-712-5608

