

# MAYVES®

## Mayves

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## **PRESSRELEASE 'Mayves donates to 3FM Serious Request 2011'**

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### **Mayves donates to 3FM Serious Request 2011**

#### *A little warmth for victims of war*

Each year Dutch radion station 3FM organizes a charity drive [called 3FM Serious Request dubbed The Glass House](#) for the glass studio in which the DJs play requests in return for a donation to a specific good cause. This year's revenue was pledged in support of women who have fallen victim to the force of war.

Cardle supported this year's fundraising event by donating part of the revenue from the sale of the first edition Cardles from the Lowlands and the Woods series.

This year's charity drive was held at landmark location Beestenmarkt in Leiden (NL). Mayves's owner and Creative Director went to the event location to deliver a sample of the first two series of the Cardle Collection. She arrived at the crack of dawn with her son Timo (5) and appeared on the radio in a brief interview with DJ Timur at 7:15 AM.

Afterwards, she handed the Cardles to Dutch celebrity host Irene Moors by way of the special mailbox, positioned at the Glass House for the deposit of donations.

Mayves looks forward to contributing again to next year's annual 3FM charity drive. [The focus for Serious Request December 2012 will be Infant Mortality.](#)

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