



Put the give back into Thanksgiving.

## Jessie Steele Partners in National Tie One On Day™

**Berkeley, CA** September 23, 2010 – Jessie Steele™, the leader in the fashion apron trend, has partnered with EllynAnne Geisel, author of *The Apron Book*, to raise awareness and participation in the 5th annual National Tie One On Day™, celebrated this year on November 24, 2010.

National Tie One on Day™ is an annual opportunity to return the “give” to Thanksgiving by sharing our good fortune with someone in need of a kind gesture. Recognized by *Chase’s Calendar of Events*, this thoughtful and unique Thanksgiving tradition celebrates the humble apron and the spirit of women of earlier generations who donned the universal symbol of home and family. On the eve of Thanksgiving, women across the country will celebrate the day by wrapping a loaf of bread in an apron and tucking a note of encouragement in the pocket, then tying one on (an apron, of course!) and delivering the bundle to someone in need of physical or spiritual sustenance, a bit of recognition or a kind word.

“We’re excited to begin promoting National Tie One On Day™,” says Claire Steele, CEO of Jessie Steele™. “This first year we’re focusing on a campaign through our website to get people celebrating the day, a giveaway of goodies for five lucky winners from Jessie Steele™ and a host of sponsors, links, instructions and a beautifully designed downloadable note card.”

“As apron designers and apronistas at heart, we’re natural partners,” says Geisel, creator of National Tie One On Day™, “on a day that celebrates the apron and women’s historical linkage to the traditional sharing of our bounty.”

**EllynAnne Geisel**, creator of National Tie One On Day™, is the author of the award winning *The Apron Book*, *Apronisms* and *The Kitchen Linens Book*. EllynAnne curated and wrote *Apron Chronicles*, a traveling exhibit managed by The Women’s Museum in Dallas. She has appeared on CBS *Sunday Morning* and NPR’s *All Things Considered*. Her apron creations have been featured in *Vogue* and worn by *Desperate Housewives*.

**Jessie Steele’s** 20th Century inspired hostess aprons and domestic-chic ensembles confirm that aprons make the perfect fashion accessory in or out of the kitchen. Founded by mother and daughter team, Helena and Claire Steele, in fall 2001, the Jessie Steele™ brand is sold in over 3000 stores and 20 countries, appeared on *Oprah*, *Desperate Housewives* and *30Rock*, and been featured in *Sex in the City 2* and numerous leading national media.

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