

Framing Focus

FEED AMERICA WITH US

Tru Vue recently began a unique program—Museum Glass Feeds America—in which picture frame shops and galleries could take part in a special fundraising effort to provide meals to the hungry in communities all over America. The program, which continues through February 2010, provides a way for framers to help people in need while generating more public awareness of custom frame shops. We participate in this program and would greatly appreciate your support.

Help our shop stand out in the community while doing something for people in need. It's not just about business; it's also about doing something to help the world. We will explain the benefits of using Tru Vue glass and give you a prize card. No purchase is necessary. You scratch off the square that corresponds to the glass display. There will be 475 winners of \$25 to \$500 each.

Customer can also mail in cards that don't receive cash prizes to be entered in a drawing in which 175 entries will win \$150 discount certificates toward future purchases at our shop. For each card received, Tru Vue will donate \$5 to Feeding America in addition to matching any winning amount.

Our goal is to help this program raise \$25,000. Tru Vue is matching every cash prize with an equal donation to Feeding America (www.feedingamerica.org), the largest domestic hunger relief charity in the U.S. All redeemed non-cash prize cards will result in a \$5 donation. Feeding America can provide seven meals for every dollar donated. So each card will result in 35 meals. If we can reach our goal, framers will be providing 175,000 meals.

So please stop by the shop. Not only will we will create a beautiful frame design for you, but you can also help us feed the hungry. ■




1 in 8 Americans struggle with hunger.

**HELP FIGHT HUNGER
IN AMERICA AND WIN.**

No purchase necessary. Ask for details.

Museum Glass®
FEEDS AMERICA

 TRU VUE

Framing Personal Treasures

Do you have a beautiful keepsake that you can't seem to find a place for? We can create a beautiful frame design for you to display unique and odd-shaped personal treasures. A wonderful frame will enhance the colors in the object and in your home to create a balance in your décor.

Perhaps you have a fan from the Far East. Look at the example of an 11-sided frame that is built specifically to fit the fan and brings out its col-



An 11-sided frame presents a unique, harmonious design for an Asian fan.

ors. Creating a deep mat design offers a shadowbox effect. A hand-wrapped fabric mat with a matching fillet adds dimension and embellishes the overall appearance. The frame design becomes an extension of the fan itself. Fan-tastic designs like these are sure to provide focal points in your home and one-of-a-kind remembrances. We love a challenge. Bring in your unusual objects, and we will create a masterpiece. ■