



MEDIA CONTACT: Ann Higby
314-880-5579 (work) 312-320-5047 (cell)
ahigby@stealthcreative.com

HADLEY'S HOLIDAY 2013

LOUISVILLE, KY (October 8, 2013) – M. A. Hadley is feeling nostalgic as it nears its 75 years as America's classic hand made pottery cherished by everyday users.

For the 2013 holiday season, the iconic brand returns to its roots and the original spirit and creative energy of Mary Alice Hadley in "Hadley Pottery Country Christmas Collection," its latest offering of holiday products. Among the characters decked out in their finest are the Hadley lamb, donkey, cow and pig, who appear in a variety of winter and Christmas scenes such as trimming the tree and kissing under the mistletoe. In a nod to the nation's diverse celebrations and cultures, Hadley introduces its first Feliz Navidad ornament, featuring the Hadley frog, another favorite among collectors, wearing a Santa hat.

"We wanted Hadley Christmas to center around our long tradition of creating unique designs for our customers to add to their collections during the holidays," says Fred Meyland-Smith of Hadley Pottery. "Through our holiday offerings we always try to come up with innovative pieces that speak to and engage our customers, and we achieved that with our popular country animals who capture the stories that are at the heart of the season."

The Christmas stoneware includes a range of product offerings from casual dining sets to more formal serving pieces. The new go-to tableware for chili, dips and sandwiches are the jolly penguin and polar bear characters artfully sledding and tobogganing in brand new patterns introduced for holiday entertaining. The new set, priced at \$59, includes a bowl, 9" sandwich plate, and 8 oz. mug.

In addition, 6" appetizer plates feature "animal" figure skaters, with the horse, chicken, lamb, and Hadley's number one pattern, the pig. Serving pieces such as: platters, trivets, salt and pepper shakers, creamers and sugar bowls, and butter dishes with Hadley's country animals, including a cow, chicken, dog, and cat are set in traditional holiday activities.

Hadley Honors 2013

Hadley honors its tradition of offering commemorative pieces with the 2013 Hadley ornament and small serving platter that feature a contemporary design by one of the company's newest designers. For newlyweds, the designers incorporated the popular Love Birds wedding plate design (introduced by Hadley earlier this year) and created an Our First Christmas plate with the love birds in his and her winter wear, personalized with the couple's name, priced at \$75.

The 2013 Country Christmas Collection is the latest in a series of new product offerings undertaken by Hadley. Last year the brand introduced new holiday characters and themes representing the 12 Days of Christmas. 'Twas the Night Before Christmas, Christmas Carolers, and winter sledding were unveiled in previous years.

Earlier this year, the 74-year old company rolled out its new Pie Plates, Personalized boy and girl plates, a Woodland Creatures Children's Collection and Specialty Pitchers that connected customers to the Hadley tradition and a contemporary look and feel. The holiday gift-giving season is a great time to celebrate American made and handcrafted brands. For more information on Hadley Pottery, please visit www.hadleypottery.com.

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About Hadley Pottery

Inspired by the designs of renowned artist Mary Alice Hadley, Hadley Pottery is an American classic, cherished by everyday users, enthusiasts, and collectors across the United States and around the world. Hadley stoneware is extremely durable, and is often used as everyday china. An artist trained by a protégé of Mary Alice Hadley signs each handcrafted piece. The hand

painted signature is the mark of genuine Hadley stoneware. Since Hadley Pottery's beginning in 1940, its founder's unique vision and style have been widely imitated. But the original spirit and creative energy of Mary Alice Hadley is still alive in the historic pottery on Story Avenue in Louisville. For more information, visit www.hadleypottery.com.