

## New MODMASK Design Releases in Collaboration with Local Stores:



*MODMASK Inc., is partnering with local stores in the Los Angeles area to create new customized designs in order to raise money for the LA Covid Relief Fund (LACRF).*

LOS ANGELES, California, March 22<sup>nd</sup>, 2022 / MODMASK Inc, known for its fashionable, sustainable and creatively designed non-medical face masks, MODMASK is pleased to announce a fundraising event taking place Saturday, April 12<sup>th</sup>, 2022, in collaboration with the local community and stores. Come join MODMASK and your favorite local stores and designers, between 10 a.m. and 5 p.m. at the Santa Monica Pier for an opportunity to represent a local brand's or store's logo with a touch of your own design on your very own personalized MODMASK!

As the world tries to move on from the repercussions of the COVID-19 pandemic, for many the virus is still a prominent threat and issue in their lives. As many local families and community members are still struggling with the after-effects and results of the pandemic, the majority of the profits (70%) from this MODMASK event, will be donated to the Los Angeles Covid Relief Fund (LACRF), while the rest (30%) will be given to the local businesses participating that have gone through major financial losses through out these past years.

“We are greatly looking forward to our MODMASK event at the Santa Monica Pier and we are hoping this will be an amazing opportunity not only for local business who will hopefully attract more customers but also a chance to raise money and awareness for people who are still struggling with the harsh effects of the COVID-19 pandemic!”, said MODMASK founder Maryam Garg.

Visitors and participants will be able to choose the design and colors offered by each represented local store, that will also display the logo of the store, as well as have the chance to sew your initials on your mask!

We are grateful for the opportunity to work with MODMASK towards a great cause that has affected our local communities and families so much! I want people to know that this pandemic is still not over and there are people out there who still need our support and help. Masks that brighten up your day are a great way to remind people to stay healthy and that we are in this together!” said local store owner Maddy Campbell co-owner of Smelling Roses.

### Resources

The New Normal: Masks as Part of a Post-Pandemic Future. By MODMASK Content Writer, Retrieved on March 20<sup>th</sup>, 2022, from <https://www.psibands.com/blogs/news>

Fundraiser to Support Local LA organization the LA Covid Relief Fund (LACRF) by Thomas Umbre from The LA Tribune Times, Retrieved on March 21<sup>st</sup>, 2022, from <https://www.thelatribunetimes.com/12648fke>

### About MODMASK

**MODMASK** is a premium brand of face masks that adjust to your face and protect you with a silky sweat-wicking softness while making you look beautiful and feel safe while doing it. Created by Maryam Garg in Los Angeles, California, MODMASK is a wholly female-owned and led company where masks are comfort-inspired, community-minded and eco-friendly. Made from sustainable materials derived from breech trees, experience comfort in a time of discomfort! You can purchase MODMASKs on the company's website at [www.modmask.com](http://www.modmask.com) , local community stores and other major retail websites such as Etsy and Alibaba.

Connect with us and shop our MODMASKs at [www.modmask.com](http://www.modmask.com) , on Facebook at <https://www.facebook.com/modmask.official/>, on Twitter [@MODmask](https://twitter.com/MODmask) and Instagram [@modmask.la](https://www.instagram.com/modmask.la)

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