



carol & frank

BRINGING STYLE HOME

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carol & frank Hosts First Ever Pop Up Shop at Peninsula SPCA's Barktoberfest

NEWPORT NEWS, Va. -- Oct. 17, 2019 – On Saturday, Oct. 12, carol & frank traveled to Mill Point Park in nearby Hampton, Va to participate in Barktoberfest, the Peninsula SPCA's annual fundraiser to benefit homeless pets. The local home décor and lifestyle brand hosted their first ever pop up shop at the festival, offering on-trend pillows, throws, pet quilts, and pet scarves whose sales include a donation to the Peninsula SPCA.

Barktoberfest (formerly Paws for a Cause) is a pledge-walk and festival with treats and events for pets and humans alike. Dogs bounded into cupcake and peanut butter eating contests, costume contests, limbo, and bobbing for tennis balls. There was plenty for people to enjoy too with live music, local food merchants, craft beer tastings, and a variety of booths from artisans and vendors like carol & frank.

carol & frank's booth and first ever pop up shop offered customers the opportunity to view and shop their decorative home accents and coordinating pet quilts and scarves. "Our team was excited to get invaluable face-to-face time with our customers," says Director of Marketing Colleen Hall. "What made our first pop up extra special was not only the chance to sell our products in person, but also the opportunity to share the story of our start up right here in Hampton Roads and to share information about our chic & charitable initiative with customers who are our neighbors and fellow community members."



carol & frank's first pop up shop



Maybe posing for a photo at carol & frank's booth

As community partners with the Peninsula SPCA, their hometown shelter, carol & frank is proud to support the PSPCA during special events and every day of the year. carol & frank's chic & charitable initiative promotes the PSPCA's adoption efforts, raises awareness in the community, and increases education about humane treatment of animals. As part of the program, pet scarf sales always include a donation to the company's hometown shelter, and carol & frank was excited to help fundraise for the PSPCA through pet scarf sales at their Barktoberfest pop up.

This year's Barktoberfest has come to a close, but there are always opportunities to get involved. Go to the [Peninsula SPCA's website](#) to learn more about the shelter's events like their black tie affair, the Fur Ball, and visit [carol & frank's website](#) and [online store](#) to learn more about their products and chic & charitable initiative.

At carol & frank, we believe home should be an expression of personal style. Designed with you in mind, creativity and quality are at the heart of each of our collections. With imaginative patterns and on-trend techniques, we make it easy for you to bring fashionable, spirited style to your favorite space.

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If you would like more information about this topic, please contact Ariana Bussio at abussio@cnfei.com.