



# PRESS RELEASE

## *DANBURY MINT ADDS RACHAEL HALE® TO COLLECTION*

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Recognizing the superior quality and huge appeal that “the world’s most lovable animals” holds for collectors, the Danbury Mint has selected Rachael Hale® to appear on their fine porcelain collector plates. The collectibles series will launch with an iconic Rachael Hale® kitten image, featured on a numbered limited–edition collectors plate. Future additions to the Rachael Hale® Collection currently in development will include a selection of adorable images of puppies – sure to be as big a collector’s delight as kittens!

Rachael Hale® has amassed a loyal following of discerning collectors who recognize the creative artistry which has made it a regular recipient of international acclaim. The photographic images beautifully capture the unique character and enchanting personalities of their furry subjects. A perennial favorite that transcend language, culture and age – the brand never fails to win the hearts of everyone who sees them.

David Todd, CEO of Dissero Brands, the company responsible for Rachael Hale® says, “We are delighted that the Danbury Mint – a world–leader in the design and development of fine collectibles – is to launch a Rachael Hale® range. Given the brand’s proven appeal we are anticipating strong demand”.

For more information on the Rachael Hale® brand please contact:

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