



CONTACT

[employee@alexandani.com](mailto:employee@alexandani.com)

OFFICE (401) 123-4567

CELL: (401) 314-4727

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**Alex and Ani Revives the Economy  
Gives Big Hopes to a Little State**

**CRANSTON, RI** – From a humble beginning, Rhode Island headquartered Alex and Ani has become one of America’s fastest growing businesses and Rhode Island’s highest hope for economic recovery.

The jewelry and lifestyle company has been steadily creating jobs throughout the recession, a rarity for nearly all retail companies as young as Alex and Ani. Rhode Island native and Alex and Ani founder Carolyn Rafaelian started the company in 2004 with a vision of creating a company that offered a creative and artistic way of life. Although primarily known for its collectable bracelets and charms, Alex and Ani looks to expand further than jewelry and move into clothing, accessories, cafes, vineyards, and even luxury vehicles.

Throughout the last ten years, Alex and Ani has proven strong despite a difficult economic climate. Rhode Island, in particular, has been hard-hit by the recession and still continues to struggle to reach an unemployment rate near nine percent. Alex and Ani hopes to continue to relieve economic hardship in the ocean state and create 300 Rhode Island jobs in 2014.

“We care about America because this company is apart of main street America, we care about our communities because we have experienced the struggles of tough times, seen our neighbors go through rough patches, and we know that we have the power to help” said Rafaelian.

Alex and Ani proudly makes all of its products in America. While most of its manufacturing facilities are in the southern New England area, the company plans to open several more facilities throughout the continental United States in the next few years. Towns and cities are eager to attract the growing business to their communities in hopes to be a little piece of the Alex and Ani success story.

“Alex and Ani has restore faith in the economy to the community. This company has created good jobs for good people and made us proud to say ‘Made in America’ again says Alex and Ani guest Jane O’Brian of Warwick, RI.

The growing company is successfully maintaining its strong roots in its communities while it works to grow both throughout the United States and throughout the world.

In addition to southern New England, the commercial will air in Los Angeles, San Francisco, Atlanta, Washington DC, New York, and other metropolitan locations. The commercial's message highlights the company's strong American made values.

**About:** Alex and Ani is headquartered in Cranston, Rhode Island. All Alex and Ani products are all designed and made in America. Alex and Ani opened its first European store in 2012. Currently there are 175 Alex and Ani stores operating worldwide with dozens more set to open this year. For more information on Alex and Ani visit [alexandani.com/our-story](http://alexandani.com/our-story).

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