



### *And a news letter was born...*

As an initiative to show ourselves in the ever growing tech savvy world, and as a way to reach out to the most important people in our business, the customers, we've decided to launch our very own monthly newsletter! Starting now you will be informed on promotions, our customer spotlight, innovative product ideas, and everything to keep you in the know about what Rich's Stitches is doing. We are now stitching together relationships one newsletter at a time.

### Customer Spotlight

Have you ever heard of Kombucha? Sounds like a form of martial arts right? Well you're wrong but you can get some right here in RVA from the ninjas at Ninja Kombucha. Kombucha is a fermented probiotic drink made from made with tea, sugar, bacteria and yeast that has been consumed for thousands of years! Though it may not sound appetizing Ninja Kombucha certainly will prove you wrong. With delicious flavors ranging from Root Beer to Jalapeño Magno Pineapple, Kombucha can quench your thirst all while improving liver function, boosting metabolism, and even preventing cancer! If you've never heard of this new locally owned tea business, I would certainly give them a try. You can find Ninja Kombucha every Saturday at the South of the James Farmers Market and Sundays at the Cary Town Farmers Market.

### Donec quis nunc



As a local business, we often find ourselves asking, "What can we do to give back to our community, or even our country?" One way we've found is by buying locally or just by buying products made right here in the U.S.A! Finding a product that is made in America is often easier said than done, and probably even more expensive, but we've got the solution.

Here at Rich's Stitches one of our favorite American made brands is American Apparel. They are a vertically integrated company, and operate the largest apparel manufacturing facility in North America, right in Downtown LA. From baseballs tees (pictured above) to sweat shirts, American Apparel can fill all of your apparel needs with their trendy and quality products, all while bringing money right back to the U.S.A!

If you're interested in learning more about American Apparel, click [here](#) for their back story and ask about how to order the next time you're in the shop!



### All American Kids

As the summer comes to a close those of you with high school grads in the house, or in the family, will be sending them off to college. A great graduation gift would be something monogrammed with their university's colors on it! Here at Rich's Stitches we have a variety of options to choose from when gifting someone a product of this nature. From heat pressed t-shirts to tumbler cups you can give your grad a keepsake that will last a life time. Stop by the shop and we can talk about prices and the products that fit your grad's needs best!



Our newest team member is Madalyn Saunders, a recent high school graduate who will be going to

NYC to attend Wagner College in the fall to follow her dream of becoming a big time Editor. We are honored to have her for her first writing gig and are thrilled to have her on our team!

### Put Your Thinking Cap On

Have you ever thought of getting baseball caps for your business, sorority, or event? Even though t-shirt's are probably your idea of a go to casual product, baseball caps are just as casual and can be a staple item in your company or group's attire and even for weekend wear! Stop by the shop and check out our variety of caps and we'll give you a discount! Mention the **Promocode: THINKINGCAP** when you stop in and we'll wave your set up fee!



### What's Happening In Bellevue?

Come out and join the Rich's Stitches team at National Night Out! Mark your calendar for Tuesday, August 4th at 6:00 pm and meet us right here on MacArthur ave for some genuine family fun. There will be root beer floats from Once Upon A Vine, tasty morsels from Dots Back Inn, strawberry lemonade for Popping Mealies, something special from the Mill, Snow cones at Decatur's and much much more! We hope

### Find Us Online!

