



## **Maurice Outdoors Gives Back Through Annual Charity Program**

**Northbrook, IL** – Maurice Cares, the 501(c)(3) charity operated by Maurice Outdoors is thrilled to announce a series of grants to non-profit organizations throughout the country. The donations were made possible through the compassion and generosity of employees, family, friends and partners of Maurice Outdoors. The company surpassed \$370,000 in contributions since the charity founding in 2008.

2019 also marked the 12<sup>th</sup> annual “Make A Difference Day” for Maurice Cares which took place in July. Each Maurice division went out and made a difference in their communities; by volunteering at Samaritan Community Center, brightening up local outdoor facilities by picking up trash, and by packing meals at ‘Feed My Starving Children.’

“It’s great to see our team giving back to the community,” said Keith Jaffee, Maurice’s CEO. “From Florida to China, the whole team gets involved, and it is a special day for all of us.”

Additionally, the Maurice Cares program raised money by sponsoring various company events throughout the year. A casting contest was held at the pond near the corporate office and multiple raffles took place including everyone’s favorite theme; enter to win a “paid day off.”

Recently, the recipients of the 2019 grants were announced at a company “Learning Lunch” where all employees gathered live or via conference call to hear their colleagues share the stories behind each nomination and subsequent donation.

Maurice Cares 2019 Grant Recipients each received \$10,000 plus a matching gift:

- Becoming an Outdoors Woman- providing women introductory experiences and instruction in various outdoor activities.
- Call for Help- a program focused on helping people through personal crises ranging from assault to poverty, to homelessness and mental illness.
- Captains for Clean Water- this is a grassroots non-profit organization advocating for clean water and healthy estuaries across South Florida.
- Samaritan Community Center- dedicated to supporting the hurting and hungry in Northwest Arkansas.
- Fish America- the FishAmerica Foundation is the American Sportfishing Association’s conservation and research foundation. They unite the



sportfishing industry with conservation groups, government natural resource agencies, corporations and foundations to invest in sportfish and habitat conservation and research across the country.

“We’ve had fantastic dedication to Maurice Cares for 12 years,” said Jory Katlin, Vice Chairman. “I am proud of our associates for the good they continue to do for others across many communities.”

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**About Maurice Cares:**

Established in 2008 as a 501(c)(3) charitable organization, Maurice Cares is about giving back: To our community, to our environment and to make it a better place for all of us to live.

**About Maurice Outdoors**

Maurice Outdoors is owned by Middleton Partners, an active investor of private equity in real estate and operating company opportunities offering returns that exceed industry or sector comparables. Maurice supplies products in the fishing, hunting, outdoor recreation, and marine categories, serving mass retailers and independent dealers throughout the United States and international markets. Maurice operates a portfolio of sourcing and manufacturing companies containing recognizable brands such as Shoreline Marine, South Bend Fishing Tackle, Danielson and Matzuo fishing products. Please visit our website to learn more or to sign up to become a dealer at [www.maurice.net](http://www.maurice.net).

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