FOR IMMEDIATE RELEASE

YaYglassjar, a Greeting Card in a Jar

YaY Novelty Seattle, WA – Feb 7, 2019 – Lifestyle and accessory brand YaY Novelty introduces YaYglassjar - a greeting card in a jar. The round jar with inscribed bamboo lid is a chic and reusable way to present a gift of chocolate, teas, drill bits for dad, jewelry, or any other treat.

“People are looking for ways to show gratitude, lift their spirits and connect with loved ones,” said founder Sunchea Phou. “This all-purpose gift jar is a simple, concrete way to mark an occasion, thank or empower someone in your life, or just to pamper yourself. A small gesture can have a big impact.”

“Bon Voyage,” “Thank You,” “I Believe in You” - the bamboo lid of the YaYglassjar is subtly inscribed with a message of affection and affirmation. “I hope this jar creates positive energy for everyone, including ourselves,” said Phou. “As people reuse this jar, they’ll remember the person who gave it to them.”

The YaYglassjar is an elegant gift-giving solution that reduces shopping anxiety and wrapping paper waste. Made of super-light and durable high borosilicate glass, the YaYglassjar is strong enough for years of reuse. And as with all YaY Novelty products, 20% of profits go to help needy families throughout Cambodia.

MSRP $14.99

About Sunchea Phou and YaY Novelty

Sunchea Phou was born during the Cambodian Civil War and lost her father and brothers to the Cambodian Holocaust. At seven she fled the country to a refugee camp where she lived for almost five years, before emigrating to Montreal. After studying computer science and fashion, Phou moved to the US to work for REI, Eddie Bauer and Nike. While at Nike, she had the opportunity to create new NFL uniforms, including the Seattle Seahawks Super Bowl uniforms. Shortly after completing the NFL project, she decided to pursue her dream of setting up her own company, YaY Novelty.

YaY, in YaY Novelty, stands for “Why and Why,” as in Why the company exists, and Why the products exist. The former provides resources for Cambodians through the YaYFoundation. The latter connects fun with function and self-expression. Prior to establishing the YaY Foundation, Sunchea personally funded construction of a new school and delivered food and supplies to needy families in Cambodia. Now through the YaYFoundation, Sunchea is planning a nursing home for elderly residents of Cambodia whose children were killed in the Cambodian Genocide.

We donate 20% of our profits to help poor and needy families throughout Cambodia.

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