



## PENDLETON AND MARVEL CHEER AMERICA'S BEST KNOWN COMIC SUPER HEROES

*Collect Marvel's Most Influential Vanguard Characters as Registered Limited-Edition Blankets*

PORTLAND, Ore. – November 3, 2016 Pendleton Woolen Mills, a globally acclaimed-lifestyle brand headquartered in Portland, Oregon, in collaboration with MARVEL, commemorate the 75<sup>th</sup> anniversary of Marvel Super Hero, Captain America, with the introduction of a registered, limited-edition blanket for this First Avenger. America's patriotic flag motif, on his indestructible shield, evidences his vow of service and loyalty, and is the blanket theme celebrating the origins of Captain America.

Bob Christnacht, Pendleton VP Global Sales says, "Pendleton welcomes the opportunity to celebrate Veteran's Day by featuring Marvel's Captain America with a collector's blanket symbolizing the Stars and Stripes. We are pleased to dedicate part of the proceeds from the sale of the Captain America blanket to the Fisher House Foundation, effective November 4-11, 2016."

The Fisher House Foundation recognizes the special sacrifices made by our men and women in uniform, and their families, and supports America's military heroes, both Veterans and active duty service members, in their time of need.



**Captain America Blanket**  
NUMBERED, REGISTERED, LIMITED-EDITION  
Made in America - 64" x 72" MSRP \$249.00

Just in time for holiday gifting to Marvel Avenger fans of all ages, the Captain America blanket, made in the USA, is available for ordering beginning Friday, November 4, 2016 at [pendleton-usa.com](http://pendleton-usa.com) and all Pendleton stores nationwide. Pendleton offers three additional, exclusive MARVEL character blankets and a Collector's Box Set; available for preorder beginning November 25 at [www.pendleton-usa.com](http://www.pendleton-usa.com) and Pendleton stores nationwide, shipping on December 12, 2016. Only 1,939 units of each blanket will be produced as a tribute to Marvel's publication of their first comic in 1939.



**Right: COLLECTOR'S BOX SET**



**The Avengers Blanket**  
NUMBERED, REGISTERED, LIMITED-EDITION  
64" x 72" MSRP \$249.00



**The Avengers Children's Blanket**  
OPEN EDITION  
32" X 44" MSRP \$89.50



**Spider Man Blanket**  
NUMBERED, REGISTERED, LIMITED-EDITION  
64" x 72" MSRP \$249.00

- **Collector's Box Set** – Three blanket throws, with matching numbers, includes *Captain America*, *Spider Man*, *The Avengers*, MSRP \$800. Custom box.
- **The Marvel Avengers Blanket** – Made in the USA, 64"x 72", 82% wool/18% cotton, MSRP \$249
- **The Marvel Avengers Children's Blanket** - Made in the USA, 32"x 44", 82% wool/18% cotton, MSRP \$89.50
- **Spider Man Blanket** – Made in the USA, 64"x 72", 82% wool/18% cotton, MSRP \$249.

All Pendleton MARVEL blankets will be available to purchase at select specialty stores, select Pendleton Retail stores and website, [www.pendleton-usa.com](http://www.pendleton-usa.com).

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Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit-marvel.com. © 2016 MARVEL.

#### About Pendleton

Setting the standard for classic American style, Pendleton is a lifestyle brand recognized as a symbol of American heritage, authenticity and craftsmanship. With six generations of family ownership since 1863, the company recently celebrated 153 years of weaving fabrics in the Pacific Northwest. Known for fabric innovation, Pendleton owns and operates two of America's remaining woolen mills, constantly updating them with state-of-the-art looms and eco-friendly technology. Inspired by its heritage, the company designs and produces apparel for men and women, blankets, home décor, and gifts. Pendleton is available through select retailers in the U.S., Canada, Europe, Japan, Korea and Australia; Pendleton stores; company catalogs; and direct-to-consumer channels including the Pendleton website, <http://www.pendleton-usa.com>.

