

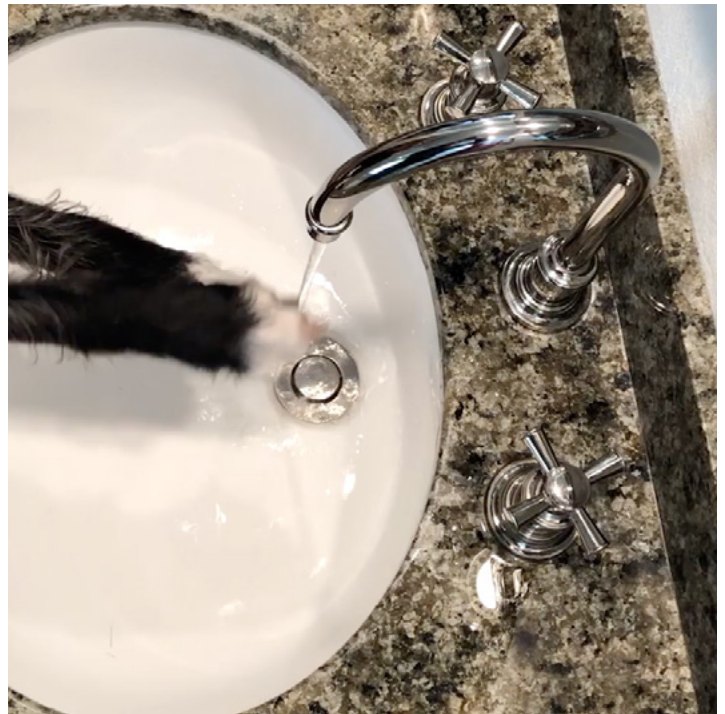
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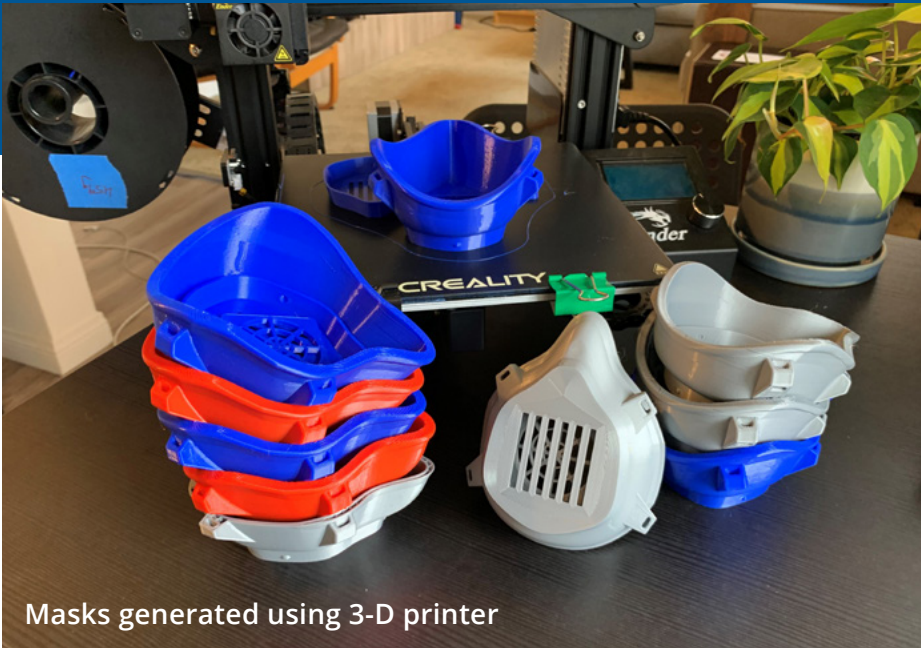
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California Faucets Does Part to Help Community Stay Safe and Healthy During Fight Against COVID-19

The company produces vital equipment to help healthcare professionals working on the front lines while an interactive “*Wash Your Paws*” public service campaign encourages handwashing



(Huntington Beach, CA, May 11, 2020) Although California Faucets has paused standard operations during the COVID-19-related “stay at home” orders, the company remains hard at work in an effort to help keep employees, friends, and neighbors safe. In addition to using its 3D printers to generate components to produce hospital masks and face guards critical for front-line medical professionals, the company has produced a public service announcement dubbed, the “*Wash Your Paws*” campaign to encourage nationwide handwashing while bringing a smile to peoples' faces.



Masks generated using 3-D printer

"After pausing all non-essential operations to protect the health of our employees and community, we asked ourselves, 'What else we can do?'" says Jeff Silverstein, California Faucets President and CEO. "By putting the 3D printers that we have at our disposal to work, we've been able to help provide medical masks for workers on the front lines," he explains, stating that the masks are being donated to Keck Medical Center at USC.

The company also called upon the creativity of its marketing department to come up with a memorable public service announcement, emphasizing the importance of handwashing for at least 20 seconds. "As a faucet company we'd be remiss if we didn't encourage frequent and thorough handwashing," explains Noah Taft, Senior Vice President of Marketing and Sales, "and what better way to do that than with adorable pets?"

From the company recognized for its creative, award-winning videos including "Bath Time" and "Aqua Pella," the heartwarming "Wash Your Paws" video campaign calls upon all pet owners to produce videos starring their own pets. Participants simply film a video of their pet washing up, using any faucet (California Faucets brand not required) and send it to marketingapps@calfaucets.com. The company will post the playful videos on its social media platforms including **Instagram, Facebook,** and **LinkedIn.**

Early campaign videos feature dogs **Baloo, Cooper,** and **Keesha** plus **Georgi** the cat—all of whom are available for interviews.



About California Faucets

At California Faucets we believe in **artisan hands**, not mass production. Since 1988, our factory in Huntington Beach has manufactured handcrafted bath products available in 28 **finishes** that can be easily customized or purchased exactly as shown in our catalog. We proudly provide the latest in bath and shower technology with innovations such as **StyleDrain®**, **StyleTherm®**, and **ZeroDrain®**. These groundbreaking innovations turn utilitarian products into beautiful design statements and are the heart of our ever-evolving line of bath faucets, shower fittings, luxury drains, and accessories. We've also applied the same handcrafted quality and custom options to a full line of kitchen faucets. Our **Kitchen Collection** combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets call 800-822-8855 or visit CaliforniaFaucets.com.

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