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Lovesac Announces Mother's Day Nomination Program

Celebrate the mother figure in your life by nominating them to win Lovesac Footsac Blanket

STAMFORD, Conn., April 17, 2024 /PRNewswire/ -- The Lovesac Company, the home furnishing and technology brand best known for its Sactionals, The World's Most Adaptable Couch, today announced its first ever Mother's Day Nomination Program. The new initiative is designed to celebrate and honor mothers everywhere and will run from April 15 through May 12, 2024. Throughout the nomination period, Lovesac customers are invited to submit a deserving mother figure in their life – their own mom, a friend, colleague, relative, or community member – who embodies the spirit of motherhood in inspiring and impactful ways.



Built on a foundation of community and comfort, Lovesac products aim to bring family and friends together through extraordinary experiences at home. The Mother's Day Nomination program shifts the spotlight to the mother figures in our lives that support us throughout all stages of life.

"At Lovesac, we recognize that mothers play an invaluable role in shaping our futures," said Shawn Nelson, Founder and CEO of Lovesac. "This Mother's Day, we are excited to give back and shine a light on these incredible mother figures through our Nomination Program. It's our way of saying thank you and celebrating the extraordinary impact they have on our lives."

Now through May 12, 2024, Lovesac customers and community members are invited to nominate a mother figure in their life by visiting Lovesac.com and filling out a nomination form. Once nominated and upon acceptance, five entrants will be selected to receive a free Lovesac Footsac Blanket and a personalized note from their nominator, as a token of appreciation for their support and guidance.

For additional information on Lovesac, visit Lovesac.com, and to find the closest Lovesac showroom to you, visit the Showroom Locator.

About The Lovesac Company

Based in Stamford, Connecticut, The Lovesac Company (NASDAQ: LOVE) is a technology driven company that designs, manufactures and sells unique, high-quality furniture derived through its proprietary Designed for Life approach which results in products that are built to last a lifetime and designed to evolve as customers' lives do. The current product offering is comprised of modular couches called Sactionals, premium foam beanbag chairs called Sacs, and the Sactionals StealthTech Sound + Charge System. As a recipient of Repreve's 6th Annual Champions of Sustainability, responsible production and innovation are at the center of the brand's design philosophy with products protected by a robust portfolio of utility patents. Products are marketed and sold primarily online directly at www.lovesac.com, supported by direct-to-consumer touch points in the form of owned showrooms, as well as through shop-in-shops and pop-up-shops with third party retailers including Best Buy. LOVESAC, DESIGNED FOR LIFE, FOOTSAC, SACTIONALS, SAC, STEALTHTECH, and THE WORLD'S MOST ADAPTABLE COUCH are trademarks of The Lovesac Company and are Registered in the U.S. Patent and Trademark Office.

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