



For Immediate Release

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SAVVY STATE COLLEGE LAUNCHES NEW WEBSITE

Website highlights store's craftspeople and offers online shopping

State College, PA – Savvy State College proudly announces the launch of its new website – www.savvystatecollege.com. The website features the craftspeople whose handcrafted products are available at Savvy State College – including samples of their products, their biographies and their inspirations.

Additionally, the website allows visitors to shop for Savvy State College products through its own store on Etsy.com, a site that touts itself as “Your Place to Buy & Sell All Things Handmade.”

“The strength of Savvy State College is the unique product line that it offers area shoppers. It’s only natural for the website to feature the talented artisans who make the store what it is,” said Savvy State College’s Chief Design Officer Dana Marsh.

“Adding to that the ability to purchase the works created by these craftspeople through Savvy’s [Etsy](http://Etsy.com) site is an incredible bonus,” said Marsh.

Currently, Marsh is adding products to the store – accessible from www.savvystatecollege.com and www.savvystatecollege.etsy.com – as quickly as possible and hopes to have the bulk of the items posted by early November.

“We want to make sure that Savvy shoppers can choose unique, one-of-a-kind gifts for their loved ones this holiday season – whether they can make it in to the store or prefer to shop online.”

Savvy State College, which opened June 1, is a purveyor of hand-crafted gifts, accessories and home décor including jewelry creations from Sammie Starr Designs, original photography, bath & body products, hair accessories, and refurbished furniture.

The store is continuously adding new merchandise from new and existing craftspeople and will add that merchandise to the Savvy State College [Etsy](http://Etsy.com) store – keeping both the web store and the bricks and mortar store fresh and interesting.

“Savvy State College literally adds merchandise daily,” said Marsh. Due to this constant creation of merchandise, shoppers will have a unique shopping experience each time they walk through the door.

“And, if you can’t find the perfect gift, we can always make it for you – so you know that the recipient will be thrilled with the gift they receive. Even if that recipient is you!” said Marsh.

Savvy State College, located at 153 S. Allen Street below Tadpole Crossing, is open Monday through Saturday from 10 am to 8pm and Sundays from 12pm to 5pm.

Savvy State College is owned and operated by Dana Marsh, State College Area High School and Penn State University alumna. Dana has been crafty since she used scrap fabric to clothe her Barbie dolls and create fully decorated ‘homes’ for them. More recently, Dana has branched out into custom greeting cards, hand-crafted invitations and various other gift items. Surrounded by talented people throughout her career as a marketing professional, Dana taps into the creative nature of those around her to bring unique merchandise to the State College area.

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