



For Immediate Release

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redrock traditions Discontinues Direct Selling Operations

June 21, 2018, Leawood, KS redrock traditions announced that the company will be discontinuing its direct selling operations after August 31, 2018. Unfortunately, the sales numbers have not grown enough to offset the considerable expenses of operating the direct selling business. “We are extremely proud of our independent sales consultants; we thank them for their great enthusiasm and hard work to promote our mission to strengthen families.” says founder, Demi Kiersznowski.

In the near future, the company will offer many redrock traditions items via the Amazon ecommerce platform. Customers may also find a curated collection of products through retail accounts serviced by sister company, DEMDACO. Please contact DEMDACO at customercare@demdaco.com for further information.

ABOUT redrock traditions

In 2015, redrock traditions was founded by Demi and Dave Kiersznowski with a simple, yet powerful mission: *to bring families closer!* The product offering is thoughtfully designed to inspire families to celebrate the love of family and promote meaningful connections in the midst of our busy lives.

ABOUT DEMDACO

For more than 20 years, DEMDACO has designed and sold giftable products intended to “Lift the Spirit”—in times of celebration, when comfort is needed, or just to put a smile on someone’s face. The hand-curated artisan gifts it develops and distributes are chosen for their potential to help people nurture goodness in the lives of others, celebrate family and friends, and encourage people to treat themselves.

DEMDACO partners with artists representing a wide range of styles and mediums, and whose work is consistent with our values. Products are curated through this filter, then carefully reproduced by skilled craftspeople around the world.

Based in Leawood, Kansas, the company is named for founders Demi and Dave Kiersznowski, who believe that business is not merely a financial endeavor, but first-and-foremost a human endeavor. This philosophy guides business decisions; informs how the company interacts with colleagues and customers; provides a framework for philanthropic work; and leads efforts to create a dynamic workplace.