



**SMALL STATE BIG HEART**

BY HARTFORD PRINTS!

# SMALL STATE BIG HEART

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\*\*\*\*FOR IMMEDIATE RELEASE\*\*\*\*

Hartford Prints! presents SMALL STATE BIG HEART: A community commercial

Hartford Prints! was founded in 2012 in the spirit of the Millennial lifestyle. An urban goods retail brand, Hartford Prints! makes letterpress stationery, urban streetwear, and local love. Hartford Prints! allows customers to express local Connecticut pride through purchasing hand-made goods and participating in homegrown marketing.

In an effort to expand the brand's positive message, Hartford Prints! has teamed up with the NYC-based director Lucy Mulloy to shoot a commercial in a downtown Hartford parking lot on Sunday, October 18th. Mulloy, a protege of Spike Lee, was wooed by Hartford Prints! because of her distinct narrative style, which will capture the spirit of Hartford Prints!'s grassroots culture.

Titled "Small State Big Heart," this :60 second commercial profiles four sets of young "doers", all of whom offer high quality handcrafted services throughout Connecticut. Together, they'll turn an ordinary parking lot in Hartford into the site of an unforgettable party. For these innovators, loving their community means being able to transform it in meaningful ways.

Highlights of the commercial shoot include:

NYC-based director, Lucy Mulloy

Amor Food Truck

A Happy Life Coffee

MBK Murals

DJ Connie

Hartford Hot Several

Peppercorn's Grill

Circus performers

Hartford Prints! swag

Young artists and entrepreneurs from around Connecticut

Filming is free and open to the public. The shoot runs on Sunday, October 18th from 3pm - 8pm at the parking lot next to Peppercorn's Grill at 357 Main Street, Hartford. For more information, contact Rory Gale at [rory@hartfordprints.com](mailto:rory@hartfordprints.com).

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