

# HINKLEY

## **Hinkley Joins ‘Fletcher’s Army’ in Fight Against Childhood Cancer**

*Company rallies around team member’s son and St. Jude patient –  
Fletcher Rollinson –with new initiatives allowing customers to purchase with a purpose*

**Avon Lake, Ohio (August, 9<sup>th</sup> 2021)** – When Hinkley Product Designer Megan Rollinson and her family received the life-altering news in 2019 that their son Fletcher had an extremely rare brain tumor, Team Hinkley leapt into action. Operating as a family-owned business for 4 generations, the company has always maintained a steadfast “family first” philosophy and it is tightly woven throughout its core values. To support Fletcher’s fight and the Rollinson family when they entered treatment at St. Jude Children’s Research Hospital in Memphis, Hinkley’s leadership team and employees became advocates and warriors for Fletcher’s Army, raising funds for the research hospital and rallying around Fletcher to keep his spirits up. Today, Hinkley is proud to announce its continued support through new initiatives that raise funds and awareness for St. Jude and its life-saving research programs.

Every time a customer purchases a design from the company’s popular [Fletcher Collection](#) – named after Rollinson – 3 percent of the proceeds will go directly to St. Jude. In addition, when shopping on [HinkleyOutlet.com](#), Hinkley will donate 20 percent of those purchases to St. Jude Children’s Research Hospital for the remainder of 2021.

"Like everyone at Hinkley, I have been so inspired by Fletcher's strength and perseverance. As a father, husband, and colleague, it's important for us to create opportunities to give back to a cause that is near and dear to Megan and her family," said Hinkley President Jess Wiedemer. "Fletcher's a vibrant, joyful kid, and it's an honor to know him and have a collection and charitable program in his namesake to help other children and their families."

St. Jude's mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. Families never receive a bill from St. Jude for treatment, travel, housing or food.

"St. Jude worked tirelessly to save Fletcher's life and treat his cancer. Everyone we came across at St. Jude showed him such kindness," said Megan, who added that Fletcher, now 13 years old, is finished with treatment of an extremely rare brain cancer called a pineal parenchymal tumor of intermediate differentiation (PPTID). "The Hinkley team allowed us to put our family first throughout this entire journey, and I am excited to be part of this new fundraising endeavor – personally and professionally."

Megan and Fletcher recently traveled to Memphis for his one-year checkup where the family learned amazing news that all scans were clear. After going through this experience, Fletcher is already focused on how he can make a difference in the fight against pediatric cancer and plans to focus on science throughout his academic career.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since the hospital opened more than 50 years ago.

"Committed partners like Hinkley are making a difference in the lives of St. Jude families every day," said Richard C. Shadyac Jr., President and CEO of ALSAC, the fundraising and awareness organization for St. Jude Children's Research Hospital. "Through this partnership, Hinkley offers customers opportunities to continue doing what they love – designing, updating, or creating homes with beautiful lighting and ceiling fan designs – for a purpose."

### **About Hinkley**

Since 1922, Hinkley has been a leading designer and distributor of high-quality decorative lighting fixtures and has expanded its product offering to include ceiling fans. Headquartered in Avon Lake, Ohio, Hinkley is driven by a passion to create a wide variety of lighting and ceiling fans that blend design and function for interior and exterior applications that resonate with true home enthusiasts. Visit [Hinkley.com](http://Hinkley.com) for the latest news and updates about Hinkley.

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PRESS CONTACT

Kim Mager

Hinkley 33000 Pin Oak Parkway

Avon Lake, Ohio 44012

[marketing@hinkley.com](mailto:marketing@hinkley.com)