

# Media kit



American  
Prosperity  
Pillow™



*A keepsake that makes  
homes patriotic and  
dreams possible*

# News angles, expert content:

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## **General interest:**

-America celebrates 250<sup>th</sup>, small business scores product license with America250™

## **Crowdfunding new product launch**

American Prosperity Pillow launches Kickstarter campaign

## **Business/economy**

- Why there's no better time to buy American made
- A founder's story – entrepreneur's journey
- Impact of America's Semiquincentennial consumer spending

## **Style and design**

-American Prosperity Pillow collection takes new twist on century old idea

## **Community – supporting veterans causes**

-After our Kickstarter campaign, we will donate \$1 per sale to Tunnel 2 Towers.

# Backgrounder on the company

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Home Frosting, the company behind The American Prosperity Pillow Collection, is a Tampa-based, full-service residential design firm led by interior designer Karen Post.

Founded in 2016, Home Frosting operates a design studio and a retail boutique called HF Fine Pillow and Book Bar at 3603 W. Azelee in South Tampa.

Home Frosting has transformed hundreds of homes, from small bungalows to 28,000 sq. ft. estates that required months of planning and design, to vacation beach houses.

## **How American Prosperity Pillow Collection got started:**

Our fireworks went off on the July 4, 2025, when we witnessed the magnitude of the upcoming celebration of the 250th anniversary of the signing of the Declaration of Independence, marking America's Semiquincentennial.

Shortly after seeing the **America250(TM)** initiatives and researching their role, we submitted our idea to be licensed. We are so honored to have been selected as an official licensee. America250's mission is to celebrate and commemorate the 250th anniversary of the signing of the Declaration of Independence.

We knew marketing and the home furnishing business. We saw patriots were hungry for American-made, commemorative keepsakes that reflect our heritage and our bright future. We embraced the development of a new symbol/product that reflected American values.

# About the founder

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*Karen Post is an accomplished interior designer, author and American entrepreneur. She leads Home Frosting a Tampa-based interior design firm and operates the HF Fine Pillow and Book Bar, a retail destination.*

Since forming the company in 2016, Karen has earned a reputation as a bright, “loves life,” and talented interior designer and home decorator who creates spaces into beautiful home experiences.

Karen is a regular contributor to Tampa Bay Times, The Bay Magazine, a 4-color stand-alone publication that covers luxury style, fashion, home décor, travel, and social goings on in the Bay area.

Karen has also been featured on HGTV, NBC’s nationally syndicated show, Daytime TV, and our local FOX network. She is also a broadcast and content contributor for the National Association of Realtors, and her work has appeared in Architectural Digest, Tampa Bay Magazine, and The Dupont Registry among other media outlets.

A lifetime student, Karen has studied the masters of architecture and design, art and style history, construction, lighting, and color principles and theory, as well as innovations in building, materials, and finishes.

Her career started in Texas after studying fashion and working as a visual merchandiser for top luxury brands. Later, she founded an advertising agency and then became an international branding expert, addressing audiences around the globe on visual design/perception, branding, and entrepreneurship. She is also a twice-published business author of “Brain Tattoos” (AMACOM) and “Brand Turnaround” (McGraw Hill).

# Product highlights

## American Prosperity Pillow Collection.

For centuries, cultures around the globe believed prosperity pillows and rituals around where one sleeps attracted wealth and good fortune, the American Prosperity Pillow is a bold twist on a timeless symbol of success. In the USA, prosperity is not about luck, it's about owning your destiny. The American Prosperity Pillow collection deliveries on this emotional need.

Unlike traditional prosperity pillows in other cultures that rely on luck to attract wealth and good fortune, the American Prosperity Pillow celebrates the American Dream of hard work, grit, and resilience. Each pillow includes an inspiring success mantra, reminding its owner that prosperity in the U.S. is earned through determination, opportunity, and action.

“The American Prosperity Pillow reflects the very essence of our nation’s values—patriotism, perseverance, and the promise of opportunity,” said Karen Post, the designer behind the collection. “It’s a modern heirloom that symbolizes pride in the American spirit while helping people achieve their dreams in a purposeful way.”

**Attract wealth.  
Manifest abundance.  
Achieve anything.**

★

**Instructions for success:**

- Read carefully.
- Be intentional.
- Set your goals.
- Live the mantra.
- Display your pillow.
- Share with others.

***Sleep on it - Dream big!***

**Prosperity Mantra.**

★

1. Plan your work.
2. Work your plan.
3. Do the homework.
4. Hit bumps.
5. Get back on the horse.
6. Be the best.
7. Negotiate well.
8. Take responsibility.
9. Honor integrity.
10. Give back.
11. Repeat.

**About the company.**

**We are dreamers.  
We are doers.  
We love the USA.**

This product is made possible by American grit and talent. It is made in the United States.

The American Prosperity Pillow was created by Home Frosting, a Tampa, Florida-based interior design firm, an entrepreneurial enterprise.

Questions:  
email [info@AmericanProsperityPillow.com](mailto:info@AmericanProsperityPillow.com)

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**Our cause.**  
**\$1 of every pillow sold will go to support Veteran-based entrepreneurial programs.**

**Product care.**

**To clean your pillow:**

- Remove the commemorative coin.
- Remove the pillow cover from the inside pillow filler and the shredded US currency.
- Professionally dry clean pillowcase.

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**Origin.**  
**100% Made in the USA.**

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**Limited Edition.**  
*We will limit production to 250,000 pillows, so don't miss this opportunity to own a piece of history and American pride.*

# Product highlights continued

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## **A patriotic symbol with purpose**

- **Made in America.**

Every American Prosperity Pillow is proudly designed and manufactured in the U.S., reinforcing the brand's commitment to supporting American's economy and craftsmanship.

- **Mantra for success**

Inside every pillow is a mantra that guides the owner to achieve their goals through action and intention—flipping the idea of passive luck into active pursuit of intentional prosperity.

- **Styled with substance**

The pillow and tassels will be available in a variety of sizes and a selection of colors and trims ranging starting at \$25.00. Each pillow includes a commemorative gold-colored America250 charm, and will be filled with either down/feathers or a quality hypoallergenic synthetic fill and topped off with shredded US currency.

- **Limited edition**

The company will offer 250 limited edition pillows that are numbered, signed by the designer, Karen Post and packaged in gold, luxury presentation.



# About America250™

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America250's mission is to celebrate and commemorate the 250<sup>th</sup> anniversary of the signing of the Declaration of Independence, marking America's Semiquincentennial. We aim to inspire our fellow Americans to reflect on our past, strengthen our love of country, and renew our commitment to the ideals of democracy through programs that educate, engage, and unite us as a nation. America250 will foster shared experiences that spark imagination, showcase the rich tapestry of our American stories, inspire service in our communities, honor the enduring strength, and celebrate the resilience of the United States of America.

American  
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# Photos, B roll, brand assets

Download here

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## Photography - The founder, Karen Post



### Also available

Please request high-res images at [info@Americanprosperitypillow.com](mailto:info@Americanprosperitypillow.com)

Lifestyle shots

Product shots

Made in America, behind the scenes

### Logos –

America Prosperity Pillow™

America250™

Tunnel 2 Towers™

### Video

Kick Starter video

B roll