



Vera Bradley Partners With Country Music Star Cassadee Pope

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Pope to headline CMT Next Women of Country Tour

FORT WAYNE, Ind., April 10, 2019 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq: VRA), the iconic women's fashion and lifestyle brand, has partnered with country music star Cassadee Pope as she headlines the "CMT Next Women of Country Tour," which brings fresh female voices to the forefront of country music. The tour kicks off April 11, 2019 in Tampa, Florida.

Rob Wallstrom, Chief Executive Officer of Vera Bradley, commented, "Vera Bradley is all about empowering women and breaking through barriers, so we are proud to support Cassadee Pope during her upcoming 'CMT Next Women of Country' tour. We're inspired by the tenacity, drive and determination Cassadee has shown throughout her career in music. Cassadee's mentorship and championing of other women in her industry is something we can all aspire to!"

During stops along the "CMT Next Women of Country Tour," featuring guests Clare Dunn and Hannah Ellis, Pope will participate in fan meet-and-greet events at three Vera Bradley Full Line stores. Pope will share her favorite Vera Bradley style picks, sign autographs, snap photos with fans and offer exclusive giveaways.

Meet-and-greets will take place at Vera Bradley at The Mall at Millenia in Orlando, Florida on April 12; at Vera Bradley at Fayette Mall in Lexington, Kentucky on April 20; and at Vera Bradley at Jordan Creek Town Center in West Des Moines, Iowa on May 3.

"I've been a Vera Bradley fan for years and love the beauty and functionality of each style I've carried – not to mention the striking prints and vibrant colors! What I love even more is that Vera Bradley is a brand that truly cares and strives to improve the lives of the women it designs for. It means so much to me to be supported by this strong women's brand during my 'CMT Next Women of Country' tour," shared Pope on the partnership.

"We're thrilled to host Cassadee in our stores and create a fun, intimate environment where she can connect with fans over their mutual love for Vera Bradley's iconic patterns and innovative designs," Wallstrom added.

Pope will also be a special guest at Vera Bradley's sponsored booth at the Country Music Association's 2019 CMA Music Festival in Nashville this June, which benefits high-quality music programs across the country through the CMA Foundation.

For more information about Vera Bradley's in-store meet-and-greets with Cassadee Pope, follow @VeraBradley on Instagram and Facebook. Learn more about Cassadee Pope and the "CMT Next Women of Country Tour" at www.CassadeePope.com.

ABOUT VERA BRADLEY, INC.

Vera Bradley is a leading designer of women's handbags, luggage and travel items, fashion and home accessories and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's innovative designs, iconic patterns and brilliant colors continue to inspire and connect women unlike any other brand in the global marketplace. The Company's commitment to bringing more beauty into women's lives includes its dedication to breast cancer research through the Vera Bradley Foundation for Breast Cancer in which they have raised over \$32 million to date. For more information about Vera Bradley, visit www.verabradley.com or follow the brand at @VeraBradley on Instagram, Facebook and Twitter.

ABOUT CASSADEE POPE

Cassadee Pope is a Grammy-nominated, Platinum-certified singer-songwriter who has recently released her highly-anticipated second solo album STAGES, featuring hit singles "Take You Home," "One More Red Light," and "If My Heart Had A Heart." From fronting rock band Hey Monday to winning season 3 of The Voice and releasing her #1 debut album *Frame By Frame*, Cassadee has effortlessly re-arranged the lines of country and pop. She has experienced tremendous success throughout her career, with her Platinum-selling single "Wasting All These Tears" being named "Breakthrough Video of the Year" at the 2014 CMT Music Awards and her #1 hit "Think of You" with Chris Young receiving a 2017 Grammy nomination for "Best Country Duo/Group." Cassadee has toured extensively, joining legendary artists Tim McGraw and Dierks Bentley, playing London's iconic O2 Arena during C2C: Country to Country Festival, and earning the distinction of the only country artist to perform at 2018's Warped Tour. Cassadee recently performed "If My Heart Had A Heart" on the TODAY show, and is now on tour with Maren Morris on her GIRL: THE WORLD TOUR. Cassadee will continue touring throughout the spring as the headliner of the "CMT Next Women of Country Tour," bringing the franchise outside of the U.S. for the first time ever. For more information about Cassadee, visit CassadeePope.com.

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