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## **Mooreville's New Lifestyle Brand Asks, "What's Your MVL?"**

*Local couple seeks to unite their community through positivity.*

**Mooreville, NC, September 6, 2022** – What do you love about living here? Is it lake life? Is it strolling our historic Downtown? Is it racing? Charming country stores? Maybe it's as simple as watching the lightning bugs float by.

MVL™ was created by local residents and retail veterans David and Kelly Sopp to give us all a way to celebrate the things that bring meaning and vibrancy to our lives in a uniquely diverse southern town like Mooreville. The company has been busy partnering with local designers, businesses, and organizations to cultivate a shared sense of community that centers around their website, YourMVL.com. There you'll find a sassily written calendar of monthly local events, along with a blog that features, among other local delights, interviews with regular folks from all around Mooreville. There's even an online shop full of ways to display your appreciation for the little joys of living here.

"We want to help everyone enjoy living here." says Kelly Sopp. "That's why a portion of every sale goes to a small Mooreville non-profit trying to improve our community."

Since their soft-launch a few weeks ago, the positivity has grown like kudzu. MVL was featured on WCCB TV's On The Road with James, as well as on Mooreville NC News. MVL bumper stickers, hats and apparel items are popping up all over the place. They've partnered with small businesses who share a kindred spirit for community, like Defined Coffee in the Merino Mill and the historic D.E. Turner & Co. Hardware. You'll see MVL at the Food Truck Festivals with complimentary seating for seniors and families. Or at holiday events like the Christmas in July Celebration Downtown, where they hosted none other than Santa Claus himself, who made plenty of time for summer selfies with delighted kids and adults.

"We're just getting started," said Dave Sopp. "We have an endless reservoir of gratitude and appreciation for this community. We want to share that spirit of enthusiasm with everyone."

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**If you would like more information about this topic please call David Sopp at 704-397-7549 or email contact@YourMVL.com | Photos available at YourMVL.com/media**



Photos available for download at [YourMVL.com/media](https://YourMVL.com/media)



Founders Dave and Kelly Sopp with their pop-up shop at Downtown Mooresville's Festival of Food Trucks



MVL pop-up shop at Carrigan Farms' Open Swim, Mooresville, NC



MVL pop-up shop at Defined Coffee in the Merino Mill, Mooresville, NC



MVL makes a whole line of t-shirts for kids and adults, celebrating all things uniquely southern.



MVL's "flagship" Team Spirit t-shirt.



From MVL's collection of classic trucker caps.



Grateful to live how you live, where you live? MVL has a shirt for that.



From MVL's collection of stylishly retro baseball caps with felt lettering.



Founder Kelly Sopp working her MVL pop-up shop at Downtown Mooresville's Christmas in July event.