



WorldCraftsSM Press Release Template

Date (add date of release—lowercase; regular)

FOR IMMEDIATE RELEASE

CONTACT: (Add one to two organizers' names, phone numbers, and, if desired, e-mail addresses—lowercase; regular)

WORLD CRAFTSSM (date and name of your event): DISCOVER ART WITH A CONSCIENCE

(Your CITY/TOWN—caps; bold) – The (your organization or sponsor's name) will sponsor a WorldCrafts (name your event—is it a festival, party or community-wide event?) (date—month/day) at (time) at the (building and address).

Since 1996, WorldCrafts, a non-profit ministry of WMU®, has sought out impoverished artisans in Asia, Africa, Europe, Latin America, the Middle East, and the Far East and provided an audience for their handmade crafts. Each piece is created by hand, never factory produced or rushed to meet quotas. Always, these crafts guilds and leaders abide by Fair Trade Federation guidelines that specify fair wages and humane, voluntary working conditions for the artisans.

Andrea Mullins, WorldCrafts director, explains the importance of fair trade. "The fact that WorldCrafts is a fair trade company adds value to our products. We commit to pay artisans a fair price that covers not only their costs, but also insures sustainable production. We encourage artisans to set prices that allow them to invest in the growth of their business. We provide partial advance on payments to the artisans that allows them to hire more people and purchase the raw materials needed. We are committed to our artisans for the long term to maintain certain levels of product orders, investing in product development for long-term planning as well as sustainable production practices. These standards guarantee impoverished families hope for a better life."

This event is a wonderful opportunity to discover authentic, handmade art from renewable resources in remote regions of the world, and to learn more about little-known cultures.

The event will also feature (include here crafts on display, music, DVD showings, etc.) says (local organizer name). (Can also add your brief, one-sentence quote here, if desired.)

Purchases of handmade WorldCrafts transform lives of artisans, their families, and communities through housing, education, and nutrition—imparting a sense of dignity.

WorldCrafts has been sold at hundreds of church and community events and home parties. All proceeds from WorldCrafts sales enable a better life for artisans, their families, and often their communities.

For more information about WorldCrafts, visit www.WorldCraftsVillage.com.



WorldCrafts Promotional Copy

Artisans who are skilled in traditions of ancient art are creating vibrant Kente cloths in Ghana, crafting intricate embroidery in Indonesia, and weaving raffia grass into bags and boxes in Madagascar.

Each craft is handmade from indigenous local materials.

Learn more about WorldCraftsSM this (month, date) at (time, location).

Out of this World. And into your home.

Come explore authentic Kente cloth from Ghana, silver jewelry handcrafted in Niger, toys from Mali, and more.

Learn more about these rich cultures, their art, and their challenges at our WorldCraftsSM event this (month, date) in (location, time).

WorldCrafts gives artisans around the globe hope for a better life.

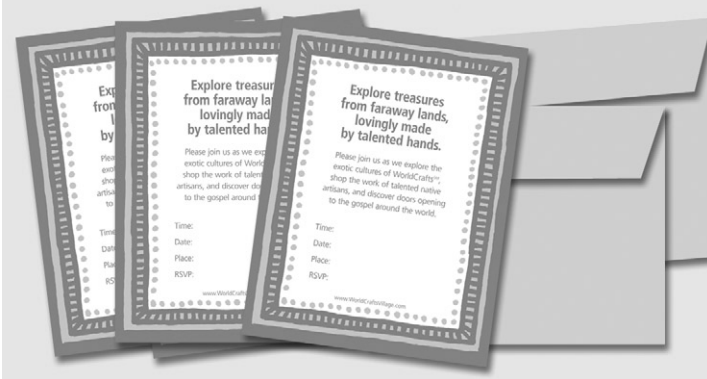
WorldCraftsSM is a division of WMU[®] that brings international handmade art into the United States (US), pays the international artisans a livable wage that lifts them from poverty, and gives them hope for a better life. WorldCrafts further transforms lives by:

- Abiding by Fair Trade Federation guidelines that specify fair wages and humane voluntary working conditions for the artisans.
- Committing to pay artisans a fair price that covers not only their costs, but also insures sustainable production.
- Committing to artisans to maintain certain levels of product orders and investing in product development for long-term planning, enabling them to invest in the growth of their business.
- Providing resources for customers to host parties or events, resulting in more sustainability for artisans to have housing, education, and nutrition—imparting a sense of dignity.

Learn more about this exciting work and purchase unique gifts (month, date), (time), in (location).

www.WorldCraftsVillage.com

WorldCrafts Invitations



Invitation Set for Events

Create a warm first impression for your WorldCraftsSM event. These one-of-a-kind, customized invitations make setting the perfect mood easy. User-friendly format is adaptable to any event, letting you fill in the date, time, and location. Printed on durable paper with colorful envelope. Two-color; 4¼-by-5½-inches. Set includes 25 cards and envelopes. H064100 **\$11.99**

Call 1-800-968-7301 or visit www.WorldCraftsVillage.com to order.

Three examples of creative copy you may use on your own invitations:

One-of-a-kind art
Handcrafted pieces
Made from indigenous materials

All for a wonderful cause

Find the perfect gift for the woman
in your life this Mother's Day.
Come join us to explore WorldCraftsSM:

Time: _____

Date: _____

Place: _____

RSVP: (Name)

(000) 000-0000

www.WorldCraftsVillage.com

Shopping combined with hope.

Perfect.

Join us where compassion meets art.

Discover the ancient traditions of talented
WorldCraftsSM artisans around the globe,
and learn about the exciting growth
they experience even in the midst
of the poverty around them.

Time: _____

Date: _____

Place: _____

RSVP: (Name)

(000) 000-0000

www.WorldCraftsVillage.com

Out of this World

And into your neighborhood

Come explore authentic Kente cloth from
Ghana, silver jewelry handcrafted in Niger,
toys from Mali crafted from local wood,
and more.

Learn more about these rich cultures,
their art, and their challenges at our
WorldCraftsSM event.

Time: _____

Date: _____

Place: _____

RSVP: (Name)

(000) 000-0000

www.WorldCraftsVillage.com