

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, email addresses—lowercase; regular)

WORLDCRAFTSSM (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 party) on (date—month/day) at (time) at the (building and address).

Since 1996, WorldCraftsSM has sought out impoverished artisans in Asia, Africa, Europe, Latin America, and the Middle 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 made 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 items have been sold at hundreds of church and community events and home parties. All proceeds from WorldCrafts sales help provide a better life for artisans, their families, and often their communities. The WorldCrafts vision is to offer an income with dignity and the hope of everlasting life to every person on earth.

WorldCrafts is a division of WMU®. For more information about WorldCrafts, visit www.WorldCrafts.org.



WORLDCRAFTSSM
Partnering Together for Hope™

www.worldcrafts.org



WorldCrafts™ is a division of WMU®.