

## Press Release Sample

(Your organization) is pleased to host an “Eternal Threads” Gathering Sale at (event name, address, date, time, sponsored by)...

Please join us for a unique shopping experience that showcases Fair Trade products from India, Afghanistan, Nepal, Madagascar and Thailand.

Come browse the beautiful hand crafted items lovingly made by skilled artisans in these exotic countries. Hand crocheted totes and lace from India; hand-loomed silk scarves and shawls, handmade paper, and engaging raffia items from Madagascar; hand-knitted and woven woolen items from Nepal; beautifully hand crafted jewelry using semi-precious stones from Afghanistan and Thailand and much, much more.

Established in the year 2000, Eternal Threads is a 501(c) 3 non-profit organization and member of the Fair Trade Federation dedicated to improving the lives of women and children most at risk of extreme poverty, trafficking and other forms of exploitation.

The sale of these products enables Eternal Threads to employ these craftswomen at a fair and living wage. Proceeds from sales also help fund vocational training, anti-trafficking border units, literacy training and the development of new projects.

With your Eternal Threads purchase, you not only possess a quality item that you will treasure, but you also give a gift of hope to a woman in the developing world. Join us in “weaving hope and justice” into the lives of hundreds of families. Your single purchase really does make a difference.

Learn how you can join this global community of women - [www.EternalThreads.org](http://www.EternalThreads.org).

For more information about this event, please contact

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