

## Sample Press Release

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

Please join us for a unique shopping experience that showcases Fair Trade products from around the world.

Come browse the high quality handcrafted items lovingly made by skilled artisans from India, Afghanistan, Nepal, Madagascar, Ghana, Uganda, Kenya, Ecuador, Albania and Guatemala.

Eternal Threads has been working directly with artisans since 2000 providing sustainable livelihoods through income generating projects. Additionally, Eternal Threads helps fund vocational and small business training in Afghanistan and anti-trafficking efforts in Nepal.

With your Eternal Threads purchase, you not only possess a quality item that you will treasure, but you 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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