



WEBSITE STORY ANGLES

BeadforLife - a Success Story

The stories of BeadforLife are unforgettable and are life changing, for women in Uganda and also women worldwide who connect with the BeadCircle. Every time we share this enlightening story, we are empowering Ugandan women to lift their families from poverty. With five years of growth and achievement in building a village, launching businesses, educating youth in vocational skills and offering health programs with many small miracles, it is timely to update your readers with BeadforLife's success. Having worked with over 700 members to-date (including 335 graduates), BeadforLife has reached an estimated 10,000 people who were living in poverty. Women who lived on less than \$1 per day, are now earning almost \$7 a day, or over \$2,400 a year. BeadforLife paid nearly \$1 million to the jewelry makers last year, resulting in a total community development expenditure of 1.4 million dollars. Almost 3,000 BeadParties were held by volunteers wanting to make a difference. 90,000 people attended those parties and are now proudly wearing paper beads-beads that were rolled out of trash paper and have now become income and hope. Now that's something to write about.

Media Visits - Welcome to Uganda, "Karibu sanu"

There is no better way to experience BeadforLife than through the hard work and spirit of the women in Uganda themselves. Join us at our guest cottage in Friendship Village, our affordable housing project, where BeadforLife welcomes media representatives on assignment. We invite journalists to experience the warmth and openness of our members and see their hard work, hopes and dreams come to fruition in their homes and gardens. Visit the BeadforLife office in Kampala where beaders gather to sing, dance, and sell beads. Contact our publicist for additional details.

Look Good. Do Good. Feel Good – BeadforLife brings 100% Pure Organic Shea Butter to Market

BeadforLife is launching its NEW shea butter initiative this fall, working together with 450 women to help rebuild their lives by earning income gathering wild shea nuts. The women, who are living in Northern Uganda, have been displaced by 20 years of civil conflict. Many had homes burned and have seen things that are too terrible to describe. Gathering shea nuts for BeadforLife is now providing income, which is used to pay school fees, purchase livestock, and improve homes destroyed during the conflict. This 100% Pure Organic BeadforLife Shea Butter is well known for its incredible moisturizing properties and often referred to as 'women's gold'. BeadforLife is establishing partnerships with cosmetic companies, soap makers and crafters who are interested in high-quality organic shea butter that is empowering women to lift their families from poverty. BeadforLife is documenting the impact of our initiatives on the women themselves, and will share their stories and photos – not only with buyers/partners, but also with your readers. A short video is also available- telling this entire powerful story...from the women gathering the nuts to the finished bar of soap.

Beauty Inside & Out – BeadforLife Introduces NEW Shea Butter Products that Make a Difference

From beads to butter, one thing holds true, the BeadforLife approach has always been to provide opportunities rather than handouts to impoverished people. BeadforLife's newest initiative is to bring premium organic shea butter from East Africa to market by working with 450 impoverished women who will gather and shell the nuts. Shea nuts, often referred to as 'women's gold,' are used in the production of a shea butter, a premium cosmetic and soap ingredient that moisturizes and pampers the skin. BeadforLife is now offering Organic Shea Butter Soap created with lavender and lemongrass, and Peppermint Lip Balm, which gives a refreshing feeling to your lips. BeadforLife's organic shea beauty products will be available for purchase at BeadParties, online and at the BeadforLife store in Boulder, Colorado. Creating income from shea nuts provides solid economic opportunity, controlled by women, to invest in their children and in long-term economic security. This is a brilliant extension of our poverty eradication mission, as 65% of the population of Northern Uganda lives below the poverty line. Your readers will love these delicious new products and feel great- knowing they are making a difference and supporting women who are working their way out of poverty.

Want to Change the World? Throw a BeadParty!

People worldwide are aware of the magnitude of some of the challenges to the earth's wellbeing. They often feel helpless to make a difference in light of the enormity of these challenges. One such problem is extreme poverty, which affects over 1.4 billion people worldwide. Now there is something an ordinary citizen can do to directly impact thousands of impoverished Ugandans. They can throw a BeadParty. BeadforLife has transformed the at-home party concept to create a dynamic circle-of-connection extending across continents. This circle extends to your audience- people who want to make a difference by opening their homes, clubs, offices and hearts to share beautiful BeadforLife stories and jewelry, while educating one another about extreme poverty. Hosting a Party is FREE and more than 9,000 parties have been given worldwide. This is a great way to invite your caring readers to take action.

Gifts that Give - Make a Difference this Holiday with BeadforLife Jewelry

Give the Gift of BeadforLife Jewelry or host a BeadParty, and you are doing much more than getting into the holiday spirit, you are supporting women's hard work in Uganda. BeadforLife has an array of beautiful fair trade bead jewelry for people who would like more substance behind their giving this season. Every necklace, bracelet and pair of earrings is as unique as the individual who created them. This year, we also have two wonderful new products made from organic shea butter: Peppermint Lip Balm and Shea Butter Soap. These products benefit the 500 women who gather shea nuts. All BeadforLife items are affordable- ranging in price from \$4 to \$30. Women in North America can give by opening their homes, hearts and communities to host BeadParties and share the story of BeadforLife. Women in Uganda give their hard work and energy to create a possibility for their families to rise from poverty. Everyone feels the warmth of generosity and beauty.

Curriculum - BeadforLife Fights Poverty One Student and One Teacher at a Time with NEW School Curriculum

What began as "one bead at a time"- has evolved to "one student at a time," as BeadforLife celebrates their signature curriculum designed to educate youth on the issue of extreme poverty- "Understanding Global Poverty: How Youth Can Make a Difference!" There are so many things young people can do to make a difference. This curriculum is ideal for teachers and youth leaders of all kinds. BeadforLife is proud to offer an interactive 5-session curriculum that captures the daily experiences of those living in extreme poverty on a dollar a day. The new 54-page BeadforLife curriculum is intended to expose students to conditions of extreme poverty, with the specific focus on BeadforLife and the structure created to help people rise out of poverty in Uganda. The new BeadforLife curriculum is available for download online.

World AIDS Day - Overcoming AIDS and Poverty with BeadforLife

Many people in the US struggle to comprehend the scope of the AIDS epidemic, or how to do something that can help. An innovative partnership with HIV+ women in Uganda is possible through BeadforLife. Around the world, over 38 million people live with HIV/AIDS, and in Uganda, over 1 million are infected, and 1 million more children have lost one or both parents to the disease. BeadforLife works with women living on less than a dollar a day, many of whom are also HIV+, to earn income by rolling beautiful beads out of recycled paper. These unique beads are brought to America where women sell them, while educating their friends and communities about AIDS and poverty. Your readers can make a difference in the fight against AIDS by joining the BeadCircle.

Environmental Miracle- Trash becomes beauty, income, food, hope and inspiration

It is hard to believe that BeadforLife's brilliant and beautiful jewelry is created with trash paper. BeadforLife creates beautiful handcrafted jewelry from recycled paper including calendars, posters or print overruns that are purchased by beadlers at the local market. Turning trash into beauty, the sustainability extends even farther, as women are able to literally turn their beads into income, education, and even bricks for a home. Not only is BeadforLife jewelry created from paper that would have ended up in a landfill, but all of the necklaces, earrings and bracelets bear the hopes dreams and appreciation of the Ugandan woman who rolled each bead with her own hands. BeadforLife invites people to become more environmentally and socially responsible by joining the BeadCircle.

Crafters and Creatives - How to Roll a Bead and Create Beautiful Jewelry with BeadforLife

Every piece of BeadforLife jewelry for sale at BeadParties, online and at our retail store is hand rolled with the vision of a Ugandan woman. Because it is made from recycled paper, each bead and every piece of jewelry is totally unique. Creators can get involved in BeadforLife by utilizing the 'loose beads' that BeadforLife has available for purchase. Just like the women who roll the beads, you can put your hard work and energy into making a piece of jewelry that is making a difference. We have 'how to roll a bead' videos available that many of these crafters will find intriguing. It is great fun to experience the talent and hard work that goes into rolling just one single bead. We invite all artists, crafters and creators to join our BeadCircle and find some creative inspiration with our loose beads.

Mother and Daughter Create Opportunities for Women a World Away

This dynamic mother and daughter duo, Torkin Wakefield and Devin Hibbard, founded BeadforLife along with their lifetime friend Ginny Jordan. "Africa's great strength is where mothers and daughters, and grandmothers too, work together, webbing the society and extending what little they have to everyone," Wakefield says. On the North American side of BeadforLife, mothers, daughters and grandmothers also work together giving BeadParties. The dynamic of women connecting with women has extended to families and onward to close friends and powerful women's groups - BeadforLife is a circle of connection that enriches us all. Today, Wakefield and Hibbard lead the organization as Co-Executive Directors. Devin lives in Uganda and Torkin is at the BeadforLife headquarters in Boulder, Colorado. For biographies of Torkin Wakefield and Devin Hibbard or to schedule an interview, please contact our publicist.

Friendship Village – Beads Become Bricks and Dreams Become Reality

Shovelful by shovelful, brick by brick, BeadforLife members are enthusiastically building their own and each others' homes within Friendship Village. Tens of thousands of beads were traded, bricks were laid, and the foundation for a community was born. Where yesterday there was nothing but pasture, today a growing village of homes for Ugandan families is taking shape. As one beader says: "If you own a home, you are never really poor." BeadforLife acts as a ladder out of poverty, providing women not only with income, but entrepreneurial training, business funding, health programs, and now the chance for women to build a home of their own. The 'Friendship Village' name was chosen by the homeowners to display the multi-tribal population of the village, which broke ground in collaboration with Habitat for Humanity in 2007. The Village resides on 18 acres of land near the town of Mukono, an ideal location that borders a road, giving the residents easy access to schools and a trading center to buy and sell supplies.

BeadforLife Builds BeadParties by Partnering with High-End Jewelers

BeadforLife has partnered with select high-end jewelers in Seattle, Pennsylvania and Las Vegas to create unique and custom event experiences to fight poverty. These partnerships are a dynamic way for companies and their customers to make a difference and help empower women in Uganda. BeadforLife offers collaborative support and service to build events that make a large difference to the women of Uganda. Some stores have hosted week-long BeadParties, extending sales more and making even a larger difference. The jewelry is affordable, so to envision diamonds and beads next to one another- where these two worlds come together, is quite powerful.