

For Immediate Release

(INSERT DATE)

(INSERT CITY NAME) — SEAMSTRESSES NEEDED TO COMBAT POVERTY.

An enthusiastic group of seamstresses at (Insert organization, event, or location name) are making purses to ensure girls in Africa stay in school and they're inviting local seamstresses to join them in this important cause. The program is being conducted in support of Sew Powerful, a 501C3 focused on combating extreme poverty through sewing.

Event Purpose: Young women in Zambia benefit from the Sew Powerful purses, which provides purses and feminine hygiene supplies so they can attend school, regardless of the time of the month, which greatly enhances their educational achievement.

A Secret Shame We Can Do Something About: Poor young women in Zambia have no access feminine hygiene products, and therefore stay home from school during their menstrual periods, which negatively affects their education. Education is key to their future, but in Zambia, if you don't pass the 7th grade exams, you're finished. No second chances. Currently, in one program location the charity works in, only 73 percent of girls, compared with about 83 percent of boys, pass the 7th grade and are promoted to secondary school, what we call High School in the U.S. The students that don't pass are unable to continue.

About The Sew Powerful Purse Program: The Sew Powerful purse was designed as a high quality downloadable pattern that requires less than 2 yards of fabric and is easy to make. *"We want passionate seamstresses from around the world to be involved so together we can give a beautiful gift to these young ladies, encourage them in their education, spread the word about this issue, and unlock all the amazing fabric, machines and social connections seamstresses have,"* said Jason Miles, co-founder of Sew Powerful.

Providing Jobs In Zambia Too: The purses are also filled with reusable feminine hygiene pads made by local seamstresses in Lusaka Zambia. This allows them to earn an income while doing good in their community. A large International Charity transports the purses from the U.S. to Zambia. The purses are given to the young ladies as a gift during health class along with health information.

Event Details: (Insert your event time, place, and related details).

Event Contact: For information about this event, contact (Insert Contact Information).

Sew Powerful Contact Information: For information, interviews, and additional resources such as photography, contact Jason Miles at jason@sewpowerful.org or online at sewpowerful.org.