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New Apparel Site Gives 50% of Sales To Global Non-Profits

Introducing the Launch of OneTribe.com, a New Model of Social Enterprise

August 10, 2009 – [One Tribe Creative](#) LLC, a branding and marketing firm in Colorado, focuses on helping socially and environmentally responsible organizations tell their story. Sharing those same values for social responsibility, One Tribe Creative has launched OneTribe.com, a new Internet apparel site dedicated to creating a sustaining revenue stream for a variety of global non-profits. The e-commerce site is a new model for social enterprise called "50/50," where not just a small percentage of each sale goes toward a cause, but exactly one-half, 50 percent, of every purchase is a direct donation to a worthy and beneficial organization.

OneTribe.com currently offers custom-designed men's and women's 100% organic cotton T-shirts. Each fashion-forward, eco-friendly tee bares a design specially created to symbolize one of five partnering organizations. Half of every sale goes directly to one of these profiled nonprofits, bringing much-needed funds to important, globally diverse projects.

In addition, to help lessen its environmental impact, all small orders are shipped in recycled cereal boxes collected by local schools that receive 25 cents per box for their efforts.

"We developed OneTribe.com to be a new model of social enterprise, one that offers consumers the opportunity to give as much as they gain, and to support the humanitarian efforts of these organizations in a significant way," says Paul Jensen, owner of One Tribe Creative. "One Tribe T-shirts are a dynamic way to help tell the stories of the organizations, and promote a strong and enduring connection between consumer and nonprofit."

OneTribe.com chose its first five participating nonprofits on the criteria that they represented a diversity of global regions and causes, had a proven track record of accountability and results, and had no political or religious connections or agendas.

[Grassroot Soccer](#) (Africa), [Global Village of Beijing](#) (China), [Child Helpline International](#) (Global), [Water.org](#) (Global), and [PeaceJam](#) (USA/Global) met these criteria and will receive financial support from OneTribe.com.

Paul Jensen adds: "We believe that in our humanity lies all we share. It is what can bring all our diversity and division together. OneTribe.com will further this conviction, and as it grows, expand awareness and financial support to these and many other global humanitarian organizations."

For a description of the nonprofit organizations that OneTribe.com supports, please see below.

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branding a socially responsible world



Page Two...OneTribe.com Launch

[CHILD HELPLINE INTERNATIONAL:](#)

Helping children in need of care and protection all over the world with child helplines
Child Helpline International is a global network of phone numbers that helps protect 11 million children each year in more than 150 countries. By connecting children to services that already exist, this powerful resource supports the most marginalized children all over the world. Street children, victims of child labor or sexual abuse, or disabled children can call a toll-free number anytime, anywhere, for any reason, and CHI acts as a one-point contact that facilitates instant access to support, advice, active intervention or just a listening ear.

[GLOBAL VILLAGE OF BEIJING:](#)

Working together to provide environmental insights for the future of China
Given the harsh environmental realities in China, Global Village of Beijing (GVB) was established in 1996 as a mechanism through which government, nonprofit organizations and businesses can work together for the environment and to help the public understand its role in this environmental movement. One of the first nongovernmental organizations allowed in China, GVB has risen to international recognition: In 2000, Sheri Liao, founder of GVB, received the Sophie Prize for environmental action and also became environmental adviser to the Beijing Olympic Committee. GVB's main projects include the production of television programs about environmental issues, organizing media workshops and journalist forums, developing green communities, and hosting public activities on sustainable development and consumption.

[GRASSROOT SOCCER:](#)

Using the power of soccer to provide African youth the knowledge, skills + support to live HIV free
Founded by former professional soccer players in 2002, Grassroot Soccer (GRS) trains African soccer stars, coaches, teachers, and peer educators in the world's most HIV-affected countries to deliver an interactive HIV prevention and life skills curriculum to youth. Translating research into action and leveraging the excitement around the 2010 FIFA World Cup™, GRS attracts and engages young people through schools, community outreach, and social multimedia (e.g. magazines and TV). GRS has educated more than 270,000 kids via its 'Skillz' curriculum, and is a leader in the sport for development movement.

[PEACEJAM:](#)

Connecting youth with Nobel Peace laureates to create global change
After discovering an appreciation for Desmond Tutu's nonviolent efforts in a Denver Latino gang, PeaceJam founder Ivan Suvanjiëff envisioned a foundation in which Nobel Peace Prize laureates work shoulder to shoulder inspiring youth. PeaceJam, launched in 1996 in Denver, connects youth with Nobel Peace laureates to inspire them to initiate global service projects. So far, more than 1 million global service projects have been launched by 600,000 youth. The projects help youth make a positive change in themselves, their communities, and the world.

[WATER.ORG:](#)

Working for the day when everyone in the world can take a safe drink of water.
Water.org is a non-profit organization whose founders have transformed hundreds of communities in Africa, South Asia and Latin America by providing access to safe water and sanitation. Co-founded by Matt Damon and Gary White, Water.org works with local partners to deliver innovative solutions for long-term success. By forging partnerships with carefully screened partner organizations and offering innovative financing methods through its WaterCredit Initiative, Water.org empowers local communities to develop and sustain solutions to their own water needs.

For more information, please visit: www.onetribecreative.com and www.onetribecreative.com

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