What your Awava purchase can do

KEEP IT!
THE CAMPAIGN FOR
IVORY PARK

Keep It! is proud to announce its partnership with Awava,

a women's artisan group from Uganda that shares the Keep It! Campaign's commitment to social entrepre-

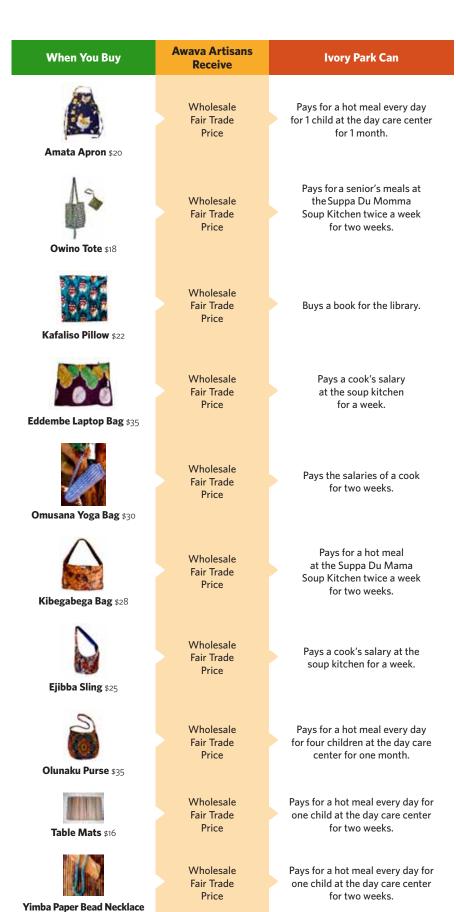
neurship and empowerment. By providing access to resources and opportunities, Keep It! and Awava are giving people in Uganda and Ivory Park, South Africa the power to invest in their own lives and communities.

Awava relies on the concept of free trade to empower women in Uganda to sell their wares at a fair price in the Western market. A fair price provides these women with access to the resources they need to create beautiful works of art — handmade aprons, accessories, jewelry, and purses that reflect the skill and artistry of each unique craftswoman.

When an Awava product is purchased, the wholesale cost supports Awava and empowers the product's creator to learn life skills, build a career, and provide familial assistance. And now, through the Keep It! Campaign's partnership with Awava, the retail profit from these purchases will be used to support sustainable strategies that make life better for the people of Ivory Park.



Awava is the Luganda word meaning source or origin.



Wholesale

Fair Trade

Price

Langa Earrings \$12

Pays for a week of hot meals

for one child at the Sedimosang

Day Care Center.