



Me to We and DHL Express connect mothers around the world this Mother's Day through conscious consumerism

-- Make an impact this Mother's Day with the Neno Mom Bracelet, a gift that gives from one mother to another --

-- Hi-res product shots, footage of Maasai mamas beading and more can be found here <http://www.metowe.com/about-us/press/epk-mothers-day-2014/> --



Toronto, ON (April 16, 2014) – This Mother's Day, DHL Express Canada and [Me to We Artisans](#), a line of original accessories handcrafted by Maasai mama artisans in Kenya, have teamed up to celebrate mothers around the world with Me to We Artisans' Neno Mom Bracelet. Sustainably produced using locally sourced materials, this unique Mother's Day gift provides a personal connection between the consumer and a working artisan and helps support these mothers in raising healthy children. With every bracelet purchased DHL will donate \$5 to provide a mother and child in a [Free The Children](#) community overseas with one health clinic visit.

"Having worked side by side with these talented women through Me to We Artisans since 2010, I've seen that every dollar earned by a mother directly impacts her home, her children and her community. However, there is still a large part of the population that doesn't have access to basic needs, like health care. In Kenya, less than 30% of the population has access to basic maternal and child health services," said Roxanne Joyal, CEO of Me to We, founder of Me to We Artisans. "Through DHL's generosity this Mother's Day, consumers can make a direct impact in a mama's life overseas while at the same time give a gift their mothers can cherish and enjoy."

"It is our philosophy to be a socially conscious company, and we are proud to be part of this new Mother's Day initiative," said Greg Hewitt, President of DHL Express Canada. "The new program will enable us to continue to help the Me to We Artisans and make a significant impact on children and families across the globe, which includes basic healthcare and education to those who need it most."

The Neno Mom Bracelet features a hand-cast brass pendant inscribed with the word "Mom". The pendant is hand-knotted on a nylon cord and accented with two brass pieces. The bracelet also features a genuine pearl attached to the pendant with brass wire. The bracelet retails at \$24.99 and is available for purchase at www.metowe.com or at the Me to We store located at 233 Carlton Street, Toronto, Ontario.

DHL has been working with Me to We since 2012, providing in-kind shipping to move Artisans products from Free The Children's Adopt a Village countries to Me to We headquarters. In 2013, DHL Express shipped over 67,000 Me to We Artisans Water Rafiki Friend Chains to North America through Me to We, which supplied more than 67,000 people in developing communities with a clean source of water for one year. DHL has shipped well over 100,000 Artisans products, helping to connect over 800 Maasai mamas to a greater market for their traditional beadwork.



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About Me to We

Me to We is an innovative social enterprise that offers socially conscious products and services, including socially conscious and environmentally friendly clothes and accessories, as well as life-changing international volunteer trips, leadership training programs and materials, an inspirational speakers bureau, and books which address issues of positive social change. In addition, half of Me to We's net profit is donated to Free The Children, while the other half is reinvested to grow the enterprise and its social mission. Visit www.metowe.com for more information.

About DHL Express Canada

DHL – The Logistics company for the world

DHL is the global market leader in the logistics industry and “The Logistics company for the world”. DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 285,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting environmental protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 55 billion euros in 2013.

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