



## **Model and Activist Winnie Harlow Teams Up with ME to WE for Launch of Semi-Precious Jewelry Collection**

*Ethically Sourced Collection Launches Today*

*Every Purchase of a ME to WE Semiprecious Accessory Makes an Impact in a Developing Community*

**New York – April 5, 2017** – ME to WE, an innovative social enterprise that produces socially conscious products enabling people to do good through their everyday purchases, unveils their latest jewelry collection with model and ME to WE goodwill ambassador, Winnie Harlow. Handmade with love by female artisans in Kenya, each piece from the new ME to WE semiprecious collection makes a difference in the life of someone in a developing community.

Available for purchase at [WE.org](http://WE.org) and in-store exclusively at Bloomingdale's, the ethically-sourced and crafted-with-a-purpose collection, boasting semi-precious stones, is handmade by over 1,400 women in Kenya. Using traditional skills passed down through generations, each handcrafted piece celebrates heritage art forms and provides female artisans with an income and the support to become a respected voice in the community. "Every piece tells a story of empowerment and a commitment to creating with kindness," said Kessa Laxton, ME to WE Jewelry designer.

This past summer, Winnie Harlow travelled with ME to WE to Kenya's Maasai Mara region where she immersed herself in the community and learned about its customs, including an opportunity to join Kenyan mamas in a traditional beading circle at ME to WE's Women's Empowerment Centre. While sitting with the mamas, Winnie experienced their strength as a group and saw its ripple effect in the community seeing firsthand that with a sustainable income, each woman can support her family and become a pillar of her community.

"My experience in Kenya was incredibly inspirational and life-changing," said Winnie Harlow. "Walking with the Mamas and getting to experience their everyday life was like nothing I've ever done before. Seeing how empowered these women were and how much the entire community felt like a family was beautiful and something I'll never forget. Every time I wear ME to WE, I'm brought back to my time in Kenya and proud to be a part of this journey."

ME to WE is part of the WE, an organization that brings people together and giving them the tools to change the world locally and globally, achieving transformative outcomes for themselves and others. ME to WE creates socially-conscious products and experiences including handmade ME to WE Artisans accessory pieces, like the new semi-precious collection, and ME to WE immersive volunteer trips.

The timeless collection expresses positive intentions, telling the story of empowerment and compassion, centered around five semi-precious stones available in bracelet, convertible wrap and choker styles. Each stone is tied to pillar of impact—every purchase provides communities overseas with resources to help lift themselves out of poverty.

**SODALITE** – *Creativity & Truth – provides families overseas with access to clean water*

**AMETHYST** – *Strength & Prosperity – supports communities with economic opportunity to for women and their families*



**ROSE QUARTZ** – *Love & Caring* – supports healthcare for women, children and families

**AVENTURINE** – *Growth & New Life* – provides food and agriculture resources to communities

**BLACK JASPER** – *Strength & Positivity* – helps provide boys and girls with access to education

The semi-precious collection symbolizes ME to WE's commitment to working with ethical suppliers on a global level. In order to ensure the stones are ethically sourced, ME to WE partnered with Columbia Gem House, a world leader in supplying ethically-sourced precious and semi-precious stones. Through their innovative tracing system, Columbia Gem House knows exactly where the stones are mined, cut and polished and trace them until they are in ME to WE's hands.

The collection, which ranges in price from \$35-50, is available starting today at Bloomingdales Stores Nationwide, [Bloomingdales.com](http://Bloomingdales.com) and [shop.metowe.com](http://shop.metowe.com).

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**About ME to WE:**

ME to WE creates socially conscious products and experiences that allow people to do good through their everyday choices. These products and experiences include handmade ME to WE artisans accessories, ME to WE immersive volunteer trips and ME to WE leadership programming. Half of all ME to WE's profits are donated to support WE Charity, while the other half is reinvested to grow the mission of the social enterprise. ME to WE is a fully transparent model backed by its Track Your Impact promise. The positive impact of products and experiences can be traced to a WE Villages partner community where it was delivered. Learn more at [metowe.com](http://metowe.com).

ME to WE is part of WE—an organization that brings people together and gives them the tools to change the world. ME to WE was founded in 2009 by humanitarians, activists and social entrepreneurs, Craig and Marc Kielburger and Roxanne Joyal. Learn more at [WE.org](http://WE.org).