

## **FOR IMMEDIATE RELEASE**

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### **Local Business helps local non-profit provide healthcare in Ecuador**

(GREENWOOD, IN – August 13, 2009) – Kids Kloset, a children’s resale franchise, today announced the completion of a fair trade project to benefit Ecuadorian communities.

Greenwood-based Kids Kloset is working with the Indianapolis-based Timmy Foundation to provide women and children with access to health care in Quito, Ecuador. The retailer has purchased traditional Ecuadorian textiles, jewelry, and artisan products at a fair trade value, and will donate the sales from the items back to the Timmy Foundation and the Ecuadorian communities where the foundation works.

The project is the first in a series of international products to benefit families in the developing world. Kids Kloset will offer the goods as part of the “Kids Kare” showcase for local families and children.

“As a kids store, we want to impact families both within Indiana and beyond,” said Kim Cassel, Owner of Kids Kloset. “One business can make a difference. These proceeds improve the livelihoods of women and children in other parts of the world.” Matt MacGregor, the Executive Director of the Timmy Foundation, echoed Cassel’s sentiments. “I’m thrilled to be partnering with Kids Kloset to help provide Ecuadorian communities with improved access to medical care,” he said. “It’s exciting to be able utilize the sale of these beautiful Ecuadorian products here in Indianapolis to help provide the communities that inspired them with the medical services they need and deserve.”

The Ecuadorian products will be offered at the Greenwood store, beginning in August. The other five central Indiana stores will follow in the coming months.

### **About Kids Kloset**

Kids Kloset ([www.KidsKlosetStore.com](http://www.KidsKlosetStore.com)) provides value-conscious families with an alternative to children’s retail. Founded in 1999, Kids Kloset today has six retail locations with additional franchise opportunities available. The resale concept has become a regional destination for quality and value-minded families. Kids Kloset is a winner of the 2009 Indiana Companies to Watch.

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