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NON-PROFIT WeAreDAR ANNOUNCES NEW SOCIAL ENTERPRISE

February 21, 2014 — Nashville non-profit WeAreDAR is pleased to announce *WeAreDAR Scrubs*, as a new project and product that will be made under fair-trade regulations, and will create even more jobs for the people of Haiti. Martha Montiel-Lewis, founder of WeAreDAR shared the exciting news and need for fair-trade scrubs by saying, “Traveling globally, I would always see doctors, nurses, dentists, on mission trips and I saw how even those who were not in the healthcare industries would wear scrubs. I realized there was a niche and here we are. We couldn’t be more excited.”

Though the team at WeAreDAR has been globetrotting in recent weeks, their current goal is to partner with medical and dental offices to presale their new cause driven and sustainable scrubs, *WeAreDAR Scrubs*.

Maarika Mann, an emerging designer for Nashville Fashion Week 2014, and the designer of the collection, says the designed line is based on data collected from a market research and encouraged the public to get behind the cause. “We are more than excited to unveil *WeAreDAR Scrubs* online in the near future, and hope that our community will do some ‘guilt-free shopping.’ How many times do you get to say you gave jobs to women in third-world countries by simply making a conscious purchase?” Mann said. “Through purchasing these scrubs, you help women around the world. WeAreDAR is about giving hope and sustaining life.”

WeAreDar is a nonprofit organization, based in Nashville, Tennessee. WeAreDAR’s goal is to facilitate long-term development, as opposed to short-term relief by creating jobs in impoverished communities. WeAreDAR operates under fair-trade conditions, and the participants have been employed through their first sustainable project, aDARable, a cause driven children’s clothing line that will make its debut at Nashville Fashion Week in April. The aDARable line production allows each woman to make nine times what the average Haitian makes. Each woman also works a normal 9 a.m. to 5 p.m. job, excluding weekends and holidays, just as those do in the United States.

Once items from the *WeAreDAR Scrubs* collection have been sold, 100% of the profits go back to the WeAreDAR project: giving the Nashville team the opportunity to not only employ, but to also empower, women and children in need all over the world.

To learn more about WeAreDAR's mission, the *aDARable* clothing line and *WeAreDAR Scrubs*, visit its website at www.wearedar.org. Or, contact WeAreDAR founder:

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