



# Introducing Me to We: [Responsible Style]

*- better clothes for a better world*

- Certified sweatshop-free manufacturing
- 100% organic cotton, bamboo and other eco-friendly fabrics
- 50% of profits go to our charity partner, Free The Children

Me to We: [Responsible Style] provides *better clothes for a better world* to socially responsible consumers and companies that want to make a difference through their purchasing habits. Customers can choose from fashionable, high quality apparel for men and women that is produced under fundamentally ethical, sweatshop-free conditions, using environmentally friendly fabrics including 100% organic cotton, bamboo and recycled polyester.

In order to ensure a meaningful social impact, **Me to We: [Responsible Style]** has created an equal partnership between business and charity. Its innovative business model helps to create a revenue stream for Free The Children, an international children's charity. Most notably, fifty percent of the profit from Me to We: [Responsible Style] is donated directly to Free The Children to support development projects in rural and impoverished areas around the globe.

**Free The Children** is the world's largest network of children helping children through education, with more than one million youth involved in our innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, Free The Children has a proven track record of success. The organization has received the World's Children's Prize for the Rights of the Child (also known as the Children's Nobel Prize), the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network.

Free The Children has a remarkable record of achievement initiating grassroots development projects around the world. Since 1995, Free The Children has:

- Built more than 500 schools in Asia, Africa and Latin America; providing education to more than 50,000 children every day
- Implemented alternative income projects helping more than 23,500 women
- Shipped US\$15 million dollars in essential medical supplies to 40 countries
- Provided healthcare centers and community funding helping 512,500 people
- Helped 138,500 people by providing access to clean water and improved sanitation

Visit us at [www.metowestyle.com](http://www.metowestyle.com) to find out more!

In support of



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