



STUDIO SAMUEL FOUNDATION BRINGS V-DAY'S 1BILLION RISING TO ADDIS ABABA, ETHIOPIA ON FEBRUARY 14, 2013

SSF's 1Hundred Girls Campaign Launching Programs to Impact over 100 Ethiopian Girls in 2013

[New York, NY - January 28, 2013] New York/Addis Ababa-based NGO and fair trade fashion company, **Studio Samuel Foundation**, is participating in **V-Day's 1Billion Rising** global activist movement to end violence against women and girls. V-Day founder Eve Ensler envisions "a planet in which women and girls will be free to thrive, rather than merely survive." In conjunction with V-Day happenings around the world, Studio Samuel is holding an event, **Rise Up Ethiopia**, on **February 14, 2013 in Addis, Ababa, Ethiopia** for over 100 girls from the local Kebele Township and the Kechene government orphanage for girls. Over 187 countries are participating in V-Day, and Studio Samuel's event is the first in Ethiopia. Studio Samuel will screen a series of short films on empowerment, domestic violence, child marriage and poverty/education, including Eve Ensler's *One Billion Rising* short film and footage from the acclaimed *Half The Sky*. Following there will be a Q&A discussion for the girls with social workers, with the central theme: "What is YOUR change?"

Rise Up Ethiopia, with V-Day's 1Billion Rising / event details here: <http://bit.ly/14dhuem>

Date: Thursday, February 14, 2013
Time: 5:00PM - 7:00PM, GMT+3:00
Location: I1:17/SSF Compound
NIFAS SILIK LAFTO KEFL KETEMA
02 WERDA MICKAEL ROUNDABOUT
Addis Ababa, Ethiopia

Screening:

Films courtesy of Half The Sky and the International Center for Research on Women (ICRW)

- Eve Ensler's 1Billion Rising Short Film | [View/Embed](#)
- Women's Empowerment through Community Groups: India
- Domestic Violence: Liberia
- Child Brides: Ethiopia
- Poverty/Education: Somaliland

More on 1Billion Rising: <http://onebillionrising.org> | **Short Film:** <http://bit.ly/VDIdfO>

Studio Samuel Foundation launched in April 2012 with the mission of helping women in Ethiopia, all under the premise of “empowerment without pity.” The organization was founded by **Tamara Horton**, who runs design and marketing out of New York City, while maintaining production in Ethiopia’s capital, Addis Ababa. Studio Samuel Foundation provides life skills, medical care and fair income to vulnerable women who have aged out of the orphanage system in Addis Ababa.

Additional programs are in development to reach a wide net of young women in Ethiopia, beyond the team handling production for Studio Samuel, to further impact the community and quality of life. The “**1Hundred Girls**” campaign launched in January with the goal of reaching over 100 women in 2013. Initial programming is dedicated to self-defense (providing karate classes), financial advising, occupational counseling, maternal health and education.

###

Website | <http://www.studiosamuel.org/>

EPK | <http://vimeo.com/46888065>

About Studio Samuel Foundation

Studio Samuel Foundation is an NGO founded by **Tamara Horton**, FIT graduate and recently named Global Ambassador to Ethiopia, by Women's Campaign International. Studio Samuel Foundation launched in April 2012 with the mission of providing life skills to vulnerable young women in Ethiopia. Horton spearheads design and marketing for Studio Samuel’s fair trade fashion line out of New York City and maintains production in Ethiopia’s capital, Addis Ababa, employing women who have aged out of the orphanage system and providing occupational training, medical care, financial literacy and a sense of community. Through the partnership with Studio Samuel, these women are establishing their own business. Lines adhere to the Workers First business model with focus on environmentally sustainable goods with 100% locally sourced materials. Further support on the ground in Addis Ababa comes from The LeAlem Higher Clinic, which provides full medical and dental care for the team. Studio Samuel Foundation additionally is implementing programs dedicated to empowering young women well before they age out of the orphanage system. The “**1Hundred Girls**” impact plan aims to reach over 100 Ethiopian girls in 2013, inclusive of self defense training, HIV education, financial advising and career counseling, directly arming these young women with necessary tools for the next phase of their lives.

For more information, please contact:

Press inquiries: Sarah Landy/ sarah@studiosamuel.org

Product inquiries: Tamara Horton/ tam@studiosamuel.org