

For Immediate Release

STUDIO SAMUEL FOUNDATION RECOGNIZES
INTERNATIONAL DAY OF THE GIRL CHILD
Founder Tamara Horton with SSF's Team in Addis Ababa, Ethiopia

[**New York, NY - October 9, 2012**] - After two years in the making, the United Nations has officially designated **11 October** as the **International Day of the Girl Child**, to be observed every year beginning in 2012. **Studio Samuel Foundation**, a fair trade fashion company that provides life skills, financial literacy and medical care to vulnerable women who have aged out of the orphanage system in Addis Ababa, Ethiopia, is participating in International Day of the Girl Child, sharing in the mission to raise awareness of the situation of girls around the world.

Tamara Horton, founder of **Studio Samuel Foundation**, running design and marketing out of New York City, is with the production team in Addis Ababa hosting an International Day of the Girl Child event. The team will hold Q&A discussion and display content from the Studio Samuel Foundation workspace online globally via **Livestream at 2:30pm EST this Thursday, October 11, 2012.**

[View and Participate in the Livestream with comments and questions here: link/hyperlink](#)

Horton, who recently was named **Global Ambassador to Ethiopia** by **Women's Campaign International**, presently is working with Studio Samuel Foundation's team to identify programs that can begin reaching young girls before they age out of the orphanage system. On October 11, Studio Samuel Foundation is bringing together a gathering of girls from a local orphanage in Addis Ababa to talk about their needs and wants.

Studio Samuel Foundation's purpose is to help break the cycle of dependence, vulnerability and lack of self in these young women and provide tools for community impact and change. The goal of Studio Samuel Foundation is to foster a globally appealing brand that encompasses lines comprised of 100% locally sourced materials and creates sustainable work for the team in Addis Ababa. The product lines include jewelry, handbags, clothing and accessories. Materials consist of metals (melted artillery, from bullet casings to machine guns), fabrics (hand dyed and locally sourced) and leathers (from a country using every part of the source to survive).

In addition to providing capacity building initiatives allowing for the young women on the team in Addis Ababa to establish their own business, Studio Samuel Foundation is working to institute programs that build self-esteem, leadership skills and self-defense practices in girls who have faced molestation and rape, likely more than once already in their short lives. Studio Samuel Foundation plans to implement a karate program for 50 girls within the orphanage system who are facing the end of their time in that living space, thus having to fend for themselves in all aspects of daily life.

Studio Samuel Foundation has the support of global artists, including Malaysian singer/songwriter **Yuna**, singer, actress and icon, **Cyndi Lauper**, in addition to bass player and singer **Esperanza Spalding**, who has been wearing select Studio Samuel Foundation pieces on her 2012 tour.

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To learn more about Studio Samuel Foundation:



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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 design and marketing based in New York and production in Ethiopia's capital, Addis Ababa. The organization provides life skills, occupational training, medical care, financial literacy and a sense of community to vulnerable women who have aged out of the orphanage system in Addis Ababa. Through the partnership with Studio Samuel Foundation, these women are establishing their own business. Lines under the Studio Samuel Foundation umbrella adhere to the Workers First business model with a focus on fair trade, global activism and environmentally sustainable goods. Further support on the ground in Addis Ababa comes from The **LeAlem Higher** Clinic, which provides full medical and dental care for the team.

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