



New York/Addis Ababa-based Studio Samuel Foundation to Hold Benefit Show at Littlefield in Brooklyn on Wednesday, March 6

All Proceeds Assist the SSF "1Hundred Girls" Impact Plan

[New York, NY; February 15, 2013] A variety of local artists will gather in Brooklyn on Wednesday, March 6 for a benefit event for New York/Addis Ababa-based NGO **Studio Samuel Foundation**, a fair trade fashion company dedicated to providing life skills and job opportunities to young women aging out of the orphanage system in Ethiopia. Comedian **Wyatt Cenac** (*The Daily Show*, *King of the Hill*) will host, and live performances include Brooklyn's **The Del-Reys**, **Tomás Doncker** and **Kendra Morris**. All proceeds benefit the Studio Samuel Foundation "**1Hundred Girls**" impact plan, which aims to reach over 100 girls in the orphanage system in Ethiopia in 2013, inclusive of HIV education, mentoring, healthcare, self defense training, financial advising and career counseling, directly arming these young women with necessary tools for the next phase of their lives.

"Rise Up 2013: From Brooklyn to Ethiopia"

Benefit Show for Studio Samuel Foundation

Bringing Empowerment without Pity to 1Hundred Girls in Ethiopia

Date: Wednesday, March 6

Time: 6:30pm doors; 7pm DJ Mengie & gallery reception; 7:45pm Wyatt Cenac; 8pm live music

Venue: Littlefield (622 Degraw St., Brooklyn; D/N/R to Union; F/G to Carroll) – [more info](#)

Performances by The Del-Reys, Tomás Doncker and Kendra Morris

Tickets: \$25 adv/\$30 door -- *all proceeds to benefit the SSF 1Hundred Girls impact plan*

www.studiosamuel.org

In addition to the live performances, there will be a multi-media "Wall of Women" installation in Littlefield's gallery space, in concert with 1Hundred Girls and the theme "*What is YOUR change?*"

New York-based designer **Tamara Horton** founded **Studio Samuel Foundation** in 2012 and maintains production in Ethiopia's capital, Addis Ababa, providing sustainable work for a team of women who have aged out of the orphanage system. Studio Samuel creates locally sourced and manufactured quality jewelry and clothing for wholesale and retail. 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).

Artists that have engaged with Studio Samuel in its first year include Yuna, Cyndi Lauper, Esperanza Spalding, Vassy, Kate Earl; Tomás Doncker is the foundation's Ambassador. On February 14, 2013, Studio Samuel participated in Eve Ensler's V-Day 1Billion Rising global movement to end violence against women and girls, holding a screening and Q&A event (Rise Up Ethiopia) at its compound in Addis Ababa, with 100 girls from the Kebele Township and the local Kechene orphanage.

The **1Hundred Girls** impact plan provides the framework to open doors for income generating initiatives for these young women. All capacity building programs being implemented are done in cooperation with local partners in the Addis Ababa area, remaining true to the Studio Samuel business model of a sustainable, hands-on, community-driven movement.

3/6 event info: <http://www.littlefieldnyc.com/event/226147>

website Studio Samuel Foundation: www.studiosamuel.org

video "1Hundred Girls": bit.ly/XzXNGS

EPK Studio Samuel Foundation: <http://vimeo.com/46888065>

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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 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 HIV education, mentoring, healthcare, self defense training, financial advising and career counseling, directly arming these young women with necessary tools for the next phase of their lives.