



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

### Opportunity International and Evereve Launch “Giving Is Hot” Campaign

*Fashion retailer and global nonprofit organization join together to help women and girls work their way out of poverty*

**OAK BROOK, Ill. – December 2, 2014** – The global financial services nonprofit [Opportunity International](#) and women’s fashion retailer [Evereve](#) have joined forces to create a powerful giving partnership launching the week of Thanksgiving and continuing through the December holidays. During the *Giving is Hot Holiday Campaign*, \$10 from every pair of jeans sold at Evereve will be donated to Opportunity International to provide loans, savings programs, business training and other resources to help women in 22 developing countries break the cycle of poverty and keep their children in school.

Donations apply to all denim brands of Evereve jeans sold in stores or online, including 7 For All Mankind, AG, Citizens of Humanity, Hudson, Joes Jeans, KUT, Level 99, and Paige Premium. Together, Evereve and Opportunity International hope to raise more than \$100,000 to help female entrepreneurs launch businesses, transform their lives and strengthen their families and communities.

Today, of the nearly 2.5 billion people worldwide who live on less than \$2 a day, UN Women estimates that approximately 70 percent are women – who are subsequently more vulnerable to continued poverty, forced labor and violence. Opportunity International is working to eliminate this gender inequality by investing in female entrepreneurs across the developing world and providing them with access to financial services and training. Once entering the formal local economy, women are able to reinvest their earning into their families and provide their children with greater opportunities for the future.

Evereve, which brings fashion to busy moms through its ecommerce site and more than 50 boutiques across the United States, is committed to supporting moms around the world. “Our *Giving Is Hot* campaign is about bringing women together,” said Megan Tamte, Founder and CEO of Evereve. “With the simple purchase of a pair of jeans, our customers can help fellow moms by giving them the gift of opportunity this holiday season.”

The campaign will also be supported by [CAbi](#), the personal shopping company. Throughout the month of December, CAbi will double the impact of their year-long “Make-A-Change” program

with Opportunity International, by generously matching every round-up donation. To learn more, visit [www.cabionline.com/foundation](http://www.cabionline.com/foundation).

Founded in 1971, Opportunity International has served more than 12 million clients in 22 countries across Africa, Asia, Latin America and Europe.

“We are grateful for the support of Evereve, and of CAbi, both of which share our commitment to helping women everywhere thrive and lead happy, fulfilling lives,” said Vicki Escarra, Global CEO of Opportunity. “Through this powerful campaign, we are stepping up to help women across the world break barriers, achieve great things and create better futures for their families.”

To participate in the campaign, please visit [www.evereve.com](http://www.evereve.com) to purchase a pair of jeans online or find a store near you.

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## **ABOUT EVEREVE**

Founded in 2004 by mom-turned-entrepreneur Megan Tamte in Edina, Minnesota, Evereve is a contemporary, retail brand that encourages moms to be fully alive and to love the woman she is today. In 1997, shortly after becoming a mom for the first time and following a disastrous shopping trip to the mall, Megan created Evereve (formally known as Hot Mama). For five years, Megan dreamed about building a retail brand that would help moms look and feel their very best; a brand that would also remind moms to think about their beauty, remember their dreams, and pursue their passions. Today, the company is a \$50million+ business that operates 50+ stores across 19 states, maintains a robust ecommerce site, and donates 10% of profits to charitable causes affecting moms both domestically and internationally. Last year, Megan received the Ernst & Young Entrepreneur of the Year award for the Upper Midwest territory. Shop online at [evereve.com](http://evereve.com).

## **ABOUT OPPORTUNITY INTERNATIONAL**

Opportunity International is a global non-profit organization that helps people in developing nations work their way out of poverty, strengthen their families and improve their communities. The organization currently provides loans, savings programs, insurance and other financial services and training to more than 5 million clients in 22 countries across Africa, Asia, Latin America and Europe. Clients use the resources to expand businesses, provide for their families and create jobs in their communities. The U.S. headquarters of Opportunity International are in Oak Brook, Ill., with other key offices in Australia, Canada, Germany and the United Kingdom. The organization proudly employs more than 17,500 people around the world. Discover more at [opportunity.org](http://opportunity.org).

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