



STEVEN M. FULOP
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MAYOR OF JERSEY CITY

FOR IMMEDIATE RELEASE

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SAME SKY AMERICA LAUNCHES KIOSK AT NEWPORT CENTRE MALL FRIDAY DECEMBER 12TH – SUNDAY, DECEMBER 14TH

WHAT:

Ethical shopping holiday event: Friday, Dec. 12th – Sunday, December 14th from 12:00 PM – 7:00 PM

Same Sky America's vision is to give women in the United States second chances as they work to restore their confidence and rebuild their lives. In partnership with the Most Excellent Way in Jersey City, Same Sky America's pilot project launched two years offering employment to women released from correctional facilities in Jersey City. Same Sky America provides women with training and employment to hand-bead the Same Sky jewelry where in turn they earn a sense of self-dignity and confidence as they work to realize their talents and face the challenges of re-acclimating to society.

On Friday, December 12th through Sunday, December 14th from 12pm – 7pm, Same Sky America will launch its holiday kiosk at the Newport Centre Mall, where the artisans themselves will be setting up shop to sell Same Sky benefit and friendship bracelets they hand-craft for Same Sky. Same Sky's other collections will also be available for sale.

WHEN:

Ethical shopping holiday event: Friday, Dec. 12th – Sunday, December 14th from 12:00 PM – 7:00 PM

WHERE:

Newport Centre
30 Mall Drive West
Jersey City, NJ 07310

WHO:

Jersey City Mayor Steven Fulop, a major advocate for re-entry employment, and Former Governor Jim McGreevy, and Same Sky America founder Francine LeFrak and Reverend Gloria Walton of The Most Excellent Way of Life Center, announce the seasonal kiosk for Same Sky jewelry.

WHY:

Same Sky began in 2008 as a trade-not-aid initiative that employs African women living with HIV/AIDS as artisans, teaching them to make beautiful hand crocheted necklaces and bracelets and provides a platform to sell in the global marketplace. These women earn 15 to 20 times the average Sub Saharan wage to hand crochet jewelry.

100% of all net-proceeds from the sale of Same Sky jewelry go to employing more women artisans and expanding the program. Same Sky jewelry is worn by many celebrities including Meryl Streep, Alicia Keys, Fergie, Queen Latifah, Goldie Hawn, Jessica Alba, Ben Affleck, Akon and Victor Cruz, among others and retails in a variety of price points making it the perfect fashion accessory and holiday gift.

“I am grateful for the leadership of Francine LeFrak and Same Sky to provide meaningful job opportunities for the women enrolled at JCEPT. During this holiday season, I would encourage the community to look for the Same Sky kiosk by Macy’s at the Newport Centre Mall as purchasing the women’s jewelry helps them to remain self sufficient and continue on their productive and healthy journey.” – Mayor Steven M. Fulop

“We are so excited to be back again at the Newport Mall to launch our holiday kiosk. By providing our artisans the opportunity to act as sales agents, we are giving them a restored confidence, a heightened sense of responsibility and accountability, and instilling a sense of community within them.” – Francine LeFrak

*The press conference and kiosk will be located on level 2 in front of Macy’s near T Mobile (coming soon) and AT&T Wireless.

For more information visit: <http://samesky.com>.

On Friday at 4 p.m. at 398 Martin Luther King, Jr. Drive, JCEPT will be distributing free Christmas trees to their clients as well as to any interested non-profit organization. For more information, please contact Josh Iannuzzi at (551) 222-4323.