

From: Red Swan

Contact: Arielle Himy
Dan Klores Communications
Arielle_Himy@dkcnews.com
212-685-4300

For Immediate Release

Red Swan embraces new partnership with Women of Faith to enable women to create their own “Grand New Day”.

Severe economic times have forced American women to find new ways to positively impact their household budgets. This new partnership answers the call by providing women with a quick, simple and safe way to make extra money without any effort.

Narberth, PA, August 4, 2009 – Red SwanSM (www.redswan.com) has furthered its mission to help women during these tough economic times through a dynamic partnership with Women of Faith (www.womenoffaith.com), a faith-based women’s organization that encourages women of all ages and stages in life to grow in faith and spiritual maturity.

Over the last fourteen years, millions of women have spent their weekends attending Women of Faith events throughout the country. They sit shoulder to shoulder, supporting each other as they receive messages of hope and inspiration delivered through stories shared from nationally renowned speakers and Grammy award winning performers. They leave uplifted and renewed, with a new sense of purpose and drive.

Women of Faith’s 2009 event theme is “A Grand New Day,” focused on helping women thrive in the face of the real, shared challenges they confront every day. For the first time, this year attendees will leave each event with an important tool: a small postage paid, insured box that can quickly turn their dusty, unwanted jewelry into something as meaningful as a family vacation or as simple as a week’s worth of groceries.

This opportunity comes courtesy of Red Swan, a new business focused on empowering women to augment their income by re-purposing jewelry items they no longer want or need. The company also enables women to designate the money they receive for their jewelry to a charity of their choice, thus providing a new way to “give back” without writing a check. Since Red Swan’s launch in September of 2008, tens of thousands of women have responded and successfully used their service.

“Our partnership with Red Swan came as a surprise,” said Mary Graham, President of Women of Faith. “In the Red Swan organization, we found a kindred spirit, whose focus on supporting women is very much in line with our own. We are very excited about what this association presents to our many attendees, and our ministry as a whole.”

Through this partnership, all Women of Faith “A Grand New Day” attendees will receive a special Red Swan box to take home. Upon submitting their jewelry to Red Swan in this box, it will be evaluated by professional appraisers. Women will then receive a check for their items within two weeks.

“Women are feeling pressure like never before to supplement their personal and family budgets in the wake of the current economic downturn,” said Amy Steel, President of Red Swan. “The Red Swan model provides a creative way for them to make extra money by safely selling their unwanted jewelry and using the proceeds to effect positive change in their lives, or the lives of others. Our partnership with Women of Faith is driven by a common goal of celebrating and encouraging women.”

Through this new partnership, yesterday’s jewelry can help to provide a new tomorrow.

For more information about the program, please visit www.redswan.com/womenoffaith.

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