

November 2007 Newsletter

www.sevenshorestrading.com
Learn More about Seven Shores

Seven Shores Latest Campaign

Seven Shores has a mission and a campaign called **“Adopt a Village”**. It is a program associated with the Canadian Organization - Free the Children - run by Craig and Mark Kielburger.

Through Adopt a Village Campaign, there is the “Brick by Brick” program which is about building a school in a rural area of a country where there is a high incidence of child poverty, child labour and a lack of resources. With being in teaching for 8 years, we know how important an education is and how fortunate we are here in Canada getting a free education from Kindergarten to Grade 12. Next are the “Alternative Income” and the “Clean Water” Program which will create sustainability and a healthy environment.

Seven Shores philosophy is about helping artisans and producers around the world by paying them fairly for time-honoured handiwork. We want to do our part in helping to alleviate poverty throughout the world and locally. We want our customers to be educated in knowing about Fair Trade and about buying in a social responsible way. Your purchase makes a statement and a difference.

With a passion towards education, Seven Shores will be raising money through the “Adopt a Village” program to help build a school, provide alternative income and clean water for drinking. Along with raising the money Sean will go overseas for 3 weeks helping with these programs.

Our Total Goal is: \$20,000 (\$10,000 for education, \$5000 for Alternative Income and \$5000 for Clean Water)

How to help:

- Buy a Me to We T-Shirt as 100% of profit goes towards “Adopt a Village” Campaign (see in store or online) **1600 T-Shirt Sales = OUR GOAL!!**
OR
- Donations paid online or brought to Seven Shores through store (\$10 or more is tax deductible)

For More Information on how you can help please visit our website under Our Stories or call 519-888-0377

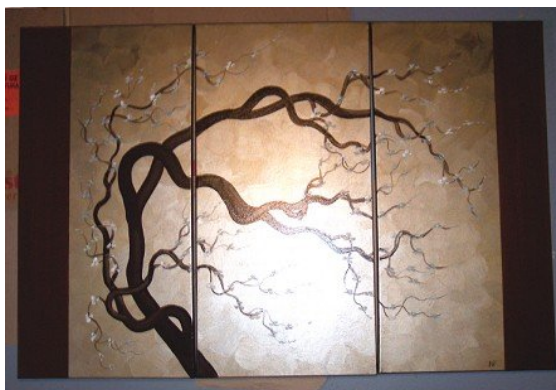
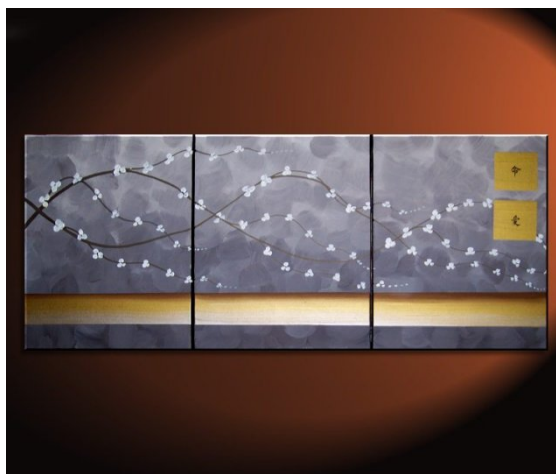
Current News

From Monday November 5th to Saturday November 10th, Seven Shores will be celebrating its **THIRD ANNIVERSARY!**

With honouring our customers for their great support we will be having great **savings all week long**. Receive special discounts in store! This is a great time to get something for yourself or a gift for someone else!

New Arrivals

The latest art pieces (4 in total) of Ottawa Artist Natalie Van have arrived in store!
Sneak preview of 2 below.



November Events

Rogers Daytime: See Seven Shores on **Rogers Daytime** Channel 20 on Tuesday November 6th live at 11am. Other view times are at 4pm and 11pm. We will be discussing the Student Entrepreneur Program and the Adopt a Village Campaign.

Eco Earth Photography Debut: On Friday November 9th, from 5 to 7pm. don't miss the **launch of Eco Earth Photography** by local photographer Adam Kasper. This is the debut for Adam Kasper who has traveled the world taking extraordinary photos of landscape, people and historic sites. Limited edition framed prints, cards and 2008 calendars will be on display and for sale. The launch takes place at Seven Shores. 15% of sales will go to "Adopt a Village" Campaign.



Eco Earth Photography is an initiative driven by my desire to develop awareness and empathy towards environmental and cultural issues across our planet
Adam Kasper
519-662-2609
arkasper@gmail.com

Join me for the launch of Eco Earth Photography at an evening gallery on November 9 from 5-7pm at Seven Shores Trading. Prints, calendars and cards will be available for purchase.

72 St. Leger Street, Unit 1
Kitchener, 519-888-0377

The graphic contains several small images: a person in a yellow robe, a person on a horse, a person in a white robe, a person in a red and white robe, a person in a white robe, a person in a white robe, a person in a white robe, a person in a white robe, a person in a white robe, a person in a white robe.

KW Humane Society Cat Walk: On Thursday November 15th, the 2nd Annual "On The Cat Walk" Rocking Holiday Fashion Show in association with K-W Humane Society will take place at the St. George Banquet Hall – 665 King St. N. Waterloo. Doors Open 6:30pm Show Time 7:30pm. \$25 ticket or a table for 8 at \$180 is available at the K-W Humane Society and online www.kwhumane.com. Seven Shores will have children and adult models showcasing their latest fashion and accessories.

Building Future Entrepreneurs Program

was a great success for the first year with three students: Tina Taylor of Eastwood Collegiate, Nicole Brus of St.Mary's and Brooke Davidson of Waterloo-Oxford being congratulated in winning a three month display of their product to sell in our store. From Eyeglass Chains to a Short Story to an Retro Hoodie, it was a fantastic program that brought out some very creative and entrepreneurial products. Please stop by the store or see online their creative talents.



Check These Sites Out

- An organization started by Craig Kielburger at the age of 12 www.freethechildren.org It is the world's largest network of children helping children through education, with more than one million youth involved in innovative education and development programs in 45 countries.
- An organization founded by Jana Campbell www.kwkids.com It is a site that has things to do for kids and parents in K-W – an amazing resource.
- An organization committed to bringing resources and training to Tanzanians to revitalize their pottery trade. www.singisipottery.org
- A full time entertainment agency for almost 16 years in Kitchener. www.kellysklowns.com are professional loonies offering good times for virtually any spirited event.

Cheers, Sean and Amy Zister
Seven Shores Trading Co. Inc.

72 St. Leger St. Unit 1. Kitchener, ON.
www.sevenshorestrading.com 519-888-0377

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