

NEWS RELEASE

Sewing Project Uses Digital Technology to Change the Future

April 19, 2017 – Malindi, Kenya. Elimu's Heri Sewing Project is using digital technology to teach young women from rural Kenyan communities how to connect with training resources via the internet. Most of these women (aged 18-25) have never touched a computer before.



Today they are surfing fashion websites, viewing YouTube video tutorials on pattern-making and finding exciting new fashion ideas from around Africa. After graduation from the two-year program, they receive a foot pedal sewing machine and start their own sewing business. Even in their rural villages with rare access to electricity, they will use their mobile phones to access internet and continue to benefit from their digital skills.



A sewing trade changes these young women's lives — from dropouts dependent on their parents to independent business women who help support their families and stand on their own two feet! You can help us train these women and provide them with their sewing machines. To contribute to the program visit our website at: www.Elimu.ca

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Donations of \$20 or more receive an official receipt for income tax purposes. Receipts are valid for Canadian residents only. All proceeds go direct to projects as all administrative costs are covered by Elimu founder. Donations can be made at www.Elimu.ca or by cheque payable to: Elimu mailed to **P.O. Box 4765, Ottawa, Ontario, Canada, K1S 5H9.**