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MANOS de MADRES launches on-line retail outlet for WE-ACTx's INEZA Sewing Cooperative Products

<http://www.manosdemadres.org>



During the summer of 2007, WE-ACTx Rwanda staff, with the help of a dedicated U.S. intern, Margot Moinester, facilitated the formal launch of a sewing collective comprised of 25 Rwandan women infected with HIV/AIDS who were among the first women to receive care and support through WE-ACTx. The collective designed a line of personal accessories that the women entitled INEZA -"lending a helping hand to those who are most vulnerable." The INEZA line was successfully launched at the New York International Gift Fair in August 2007 by the founders of Manos de Madres ("Hands of Mothers"), a non-profit organization, led by the mother and daughters team of Susan, Arielle and Margot Moinester.

Manos de Madres (<http://www.manosdemadres.org>) launched its on-line shopping website on International Women's Day. The INEZA line, as well as goods created by craftswomen in Honduras and Tanzania can be purchased on-line through this site. "WE-ACTx is honored to be working with Manos de Madres not only to distribute WE-ACTx INEZA's beautiful product line, but also to work with them toward the development, viability, independence and sustainability of our sewing cooperative. WE-ACTx and Manos de Madres share this goal in common. The Manos de Madres team brings with it not only a sincere dedication toward making this happen, but also a history of skills and experience which are so critical to success, as evidenced by the outstanding achievement of their flagship effort – the Trashbags Honduras Initiative", said Frank Mugisha, coordinator of WE-ACTx Rwanda's Income Generation Programs.