



Holiday Shopping



A New Way To Give This Season

(NAPSA)—This season, perhaps due to the economy and world affairs, many holiday shoppers have two new outlooks on gift-giving—spend carefully and spend with a purpose.

Millions of Americans are turning to what they consider socially responsible goods—handmade products created by underprivileged artisans across the United States and around the world. Buying these products helps create a living that will not only support those who are less fortunate, but also their families and communities.

An example of a foundation that produces socially responsible goods is The Enterprise Kitchen (TEK), a Chicago-based association dedicated to helping disadvantaged inner-city women who seek self-efficiency and independence. Working within the context of a small business that produces high-quality handmade soaps and bath grains, TEK women receive hands-on, intensive assistance that includes paid employment, life skills training, and a variety of other support services. Financial resources generated by their product sales help sustain and develop the program.

Recently, the top Web site for bargain shopping launched Worldstock, its new Socially Responsible Goods department that sells everything from martini glasses made by Mexican glassblowers to one-of-a-kind sterling silver jewelry from Peru to silks hand-woven by Cambodian land-mine survivors. Most retailers typically mark up these kinds of imported products by 200 or 300 percent and return only a slim fraction of the retail price to the artisan. Worldstock is different—it empowers artisans by letting them name the price for their products, while keeping prices low for consumers—adding no more than a five percent net profit to run the business and



charging a flat \$3.95 shipping fee for an item of any size or weight.

Worldstock is the brainchild of Patrick Byrne, CEO of Overstock.com. Byrne holds a doctorate in philosophy from Standard University with an emphasis in philosophical issues related to poverty and economic development.

“I have met many disadvantaged artisans in my life and know that they are not seeking handouts, but instead want work, self respect, the ability to earn a living and provide for their families and communities,” said Byrne. “This department lets them make a living while practicing their traditional skills and lets our customers make a positive difference with their purchasing dollars.”

Overstock.com works with recognized trade associations to find traditional artisans working on a small scale who provide humane working conditions and maximum wages for workers.

To support socially responsible gift giving, go to www.worldstock.com where you can shop online and read how your purchases are directly impacting the artisans who have created them.