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Corresponding URL (link will go live on 12/1/14): www.madeinafreeworld.com/holiday

MADE IN A FREE WORLD ANNOUNCES ITS FIRST NINE COMPANIES

LAUNCHES HOLIDAY CAMPAIGN CENTERED AROUND
COMPANIES PROTECTING FREEDOM IN THE GLOBAL MARKETPLACE

San Francisco, Calif. – Dec. 1, 2014 – Today, Cyber Monday, [Made In A Free World](http://www.madeinafreeworld.com) has announced its first nine companies to commit to protect the people who make their products. Each company is using Made In A Free World’s revolutionary software called FRDM™ (Forced Labor Risk Determination & Mitigation), which allows companies to leverage their purchasing power to end slavery in global supply chains. The announcement is part of a holiday campaign inspiring consumers to buy gifts from companies that are tipping the global marketplace towards freedom. The companies include: PUBLIC Bikes, Master & Muse, LSTN Headphones, Cotopaxi, Senda Athletics, Worthy Granola, Nisolo, Popinjay, and Yellow Leaf Hammocks.

In 2011, Made In A Free World asked the world a disturbing question: “How many slaves work for you?” Since then, nearly 23 million people from every country in the world have visited SlaveryFootprint.org to learn how they’re connected to slavery through the products they use every day.

“After people discovered that the products they love and rely on are connected to slavery, they wanted to know, ‘Who should I buy from?’” said Made In A Free World Founder and CEO, Justin Dillon. “We’ve spent the past three years figuring out the best way to answer that question.”

The software solution is called [FRDM™](http://FRDM.com), which allows companies to identify specific areas of their supply chain that are likely to have forced and child labor. It then guides companies through specific actions to protect their brand from being connected to slave labor. The idea is to turn the world’s supply chains into values chains.

“What we’re doing with Made In A Free World is going to change the supply chain. It will ignite awareness.

It will light up a path to freedom for people who need it most,” said fashion icon and Master & Muse Founder, Amber Valletta. “It’s not just the right thing to do. It makes sense for businesses, and on a basic human level.”

This holiday season, visit www.madeinafreeworld.com/holiday to shop from Made In A Free World companies and buy gifts that are truly gifts to the world.

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Made In A Free World is an anti-slavery organization based in San Francisco, California. We have been recognized as a visionary leader for our work including the “rockumentary” film, CALL+RESPONSE, and the multiple-award-winning website, Slavery Footprint. We shed light on the issue of modern-day slavery and have engaged over 23 million people to date. We leverage this visibility to create opportunities for individuals, groups, and businesses to get involved in the fight for freedom. Through innovative awareness campaigns, field projects, consumer engagement tools, and business solutions, we are disrupting the system of slavery.



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