



For Immediate Release

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SERRV Launches Web Site for International Artisans

Madison, Wis. – SERRV is excited to announce the launch of a first-of-its-kind web site for artisans– www.ArtisanWork.org. This innovative site is loaded with information to give artisans around the world the resources and connections they need to grow.

SERRV is a nonprofit fair trade and development organization based in Madison that is dedicated to eradicating poverty wherever it resides. The organization is committed to working with small-scale artisans around the world by providing them with skills and tools to improve their lives. ArtisanWork.org is a response to artisans' needs for information. It provides a unique place for artisans and the people connected with them to explore issues important to their work. This pioneering site is an interactive space to share experiences, discuss challenges, discover answers, build connections and be inspired.

"How often have I heard the question from both small producers and from consumers: Where can I go to find out about colors, trends, appropriate technologies, contacts with experienced Fair Trade producers working in textiles, jewelry, wood, etc?" said Paul Myers, president of the World Fair Trade Organization. "I now have an easy answer, the ArtisanWork.org web site of SERRV, who has been practicing Fair Trade for 60 years. This is an extraordinary gift to all of us."

What does ArtisanWork.org offer?

- Learning modules which include exercises to put knowledge into practice on topics including product development, marketing and production planning
- Hand-picked links, documents, and other resources to expand artisans' knowledge
- Videos and slideshows that illustrate best practices and share information
- Access to people with experience and expertise
- Discussion groups to connect with artisans and experts around the world

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