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Life Well Styled.

**For Immediate Release**

**Giftcraft Ltd.**

Contact: Pamela Wasylson, Marketing Director  
Phone: 717.767.4777 (USA)  
Email: [pwasylyson@giftcraft.com](mailto:pwasylyson@giftcraft.com)  
www.giftcraft.com

**Giftcraft Launches New Cause-Marketing Brand with Charitable Donations to *Save a Child's Heart & Free the Children***

**Toronto, Canada – December 12, 2011:** Giftcraft Ltd., an international leader in the design and distribution of innovative lifestyle décor and giftware products launched their first ever cause-marketing brand, *ULU™ - Fashion a Brighter Future*, at their North American Sales Meeting held in Toronto December 10-12, 2011.

In a celebration of *ULU™* and its philanthropic mission to fund educational, sanitation and healthcare initiatives in impoverished regions around the world, CEO Trevor Cohen presented checks to representatives from two organizations whose missions align with *ULU's*; *Save a Child's Heart* and *Free the Children*.

A donation of \$10,000 was presented to Dr. Bernard Goldman, a Member of the Canadian Board of *Save a Child's Heart*. *Save a Child's Heart* (SACH) is an Israeli-based international humanitarian project, whose mission is to improve the quality of pediatric cardiac care for children from developing countries who suffer from heart disease and to create centers of competence in these countries. Dr. Goldman noted the \$10,000 donation from Giftcraft will fully fund all expenses related to the travel, treatment and aftercare of a child with life threatening cardiac issues.

A second donation of \$25,000 was presented to Jackie Taitz from *Free the Children*. *Free The Children* is the world's largest network of children helping children through education, with more than one million youth involved in their innovative education and development programs in 45 countries.

The \$25,000 donation will provide scholarship funds for two young women to attend *Free the Children's* first secondary educational facility, *The Kisaruni Girls' Secondary School* in Kenya, Africa. Ms. Taitz noted the boarding school allows young Kenyan women to continue their education beyond middle school, empowering them to create positive change within their communities and become role models and visionary leaders.

Mr. Cohen commented, "It is with great honor and humility that I present these donations on behalf of Giftcraft to *Save a Child's Heart* and *Free the Children*. A small contribution to both of these organizations will make meaningful differences in saving and changing lives. Giftcraft is fully committed to this initiative and expects to generate significant proceeds through the sales of the *ULU™* brand in the coming years.

The *ULU™* collection includes a colorful array of tabletop, giftware and fashion accessories with globally inspired designs described as *Inspired, Stylized and Redefined*. Ten percent of the proceeds from every *ULU™* brand sale will financially support the on-going efforts of charitable organizations whose mission is to inspire hope by improving the standard of living in impoverished regions around the world.

**CANADA**

**GIFTCRAFT LTD.**

8550 Airport Road,  
Brampton, Ontario,  
Canada L6T 5A3

**FAX:**

905-790-0738  
800-461-0838

**PHONE:**

905-790-2000  
800-387-1777

**CUSTOMER SERVICE:**

905-790-1423  
877-387-9777

**USA**

**GIFTCRAFT INC.**

P.O. Box 1270,  
Grand Island, NY,  
14072-8270

**TOLL FREE FAX:**

800-668-9894

**TOLL FREE PHONE:**

800-268-2353

**CUSTOMER SERVICE:**

877-387-4888



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Wholesale orders will be accepted starting January 2, 2012 and ULU™ will be available at retail in the spring. The company also plans to showcase the ULU™ brand at both the Atlanta & CGTA Toronto Gift & Home Shows in January.

Photography available by contacting Pamela Wasylson, [pwasyilson@giftcraft.com](mailto:pwasyilson@giftcraft.com) or by calling 717-767-4777.

#### **About Giftcraft Ltd.**

Giftcraft Ltd. is a lifestyle industry leader servicing a diverse network of décor and giftware retailers throughout the world. With corporate headquarters based in Toronto, Canada, Giftcraft Ltd. sets the standard in innovative design and development of decorative and functional lifestyle products to meet both the décor and giftware needs of today's savviest consumer.

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#### **Giftcraft Inc.**

P. O. Box 1270  
Grand Island, NY 14072  
800-268-2353

#### **Giftcraft Ltd. Showrooms**

Corporate Showroom, Brampton, ON  
AmericasMart, Atlanta, Bldg. 2, #1521

#### **References**

[www.giftcraft.com](http://www.giftcraft.com)

[www.saveachildsheart.org](http://www.saveachildsheart.org)

[www.freethechildren.org](http://www.freethechildren.org)

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