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## **ARTIZAN SARAI & THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT TEAM UP TO SUPPORT "PROJECT ARTEMIS"**

December 2007 - Artizan Sarai, a popular online boutique for socially conscious consumers, and the Thunderbird School of Global Management have announced a collaboration that will support "Project Artemis", a unique business-skills training program that aims to build the entrepreneurial skills of promising Afghan businesswomen.

Launched in April 2007 by four Afghan-American sisters, Artizan Sarai carries stylish home décor, accessories, and jewelry inspired by the Silk Road and made under ethical production standards by artisans in economically disadvantaged areas of the world. Artizan Sarai strives to support artisan businesses and to change the perception of hand made products made in Eastern countries, primarily in Afghanistan, by branding and marketing the products as high quality, fashionable works of art. The label has received international media attention and a spotlight at D.C. Fashion Week in September 2007.

"We are very excited to support Project Artemis and to showcase our Afghan-made products to a wider audience. Afghans have a rich history and should also be known for their culture and art, and not just the negative stereotypes that have been put out there. The hand embroidery, engraving, and craftsmanship in Afghanistan are some of the best in the world. Artizan Sarai gives everyone a chance to directly support the talents of these artisans by creating economic sustainability that will help them long-term", states Samira Atash, fashion designer, co-founder and Creative Director.

Beginning December 2007, Artizan Sarai's Afghan made products will be featured on Thunderbird's popular "thundershop.com" online store. Ten percent of sales made through Artizan Sarai by "Thunderbird" shoppers will be donated back to Project Artemis.

Founded in 1946, Thunderbird School of Global Management is the first and oldest graduate management school focused exclusively on global business. It is regarded as the world's leading institution in the education of global managers. Thunderbird is dedicated to educating global leaders who create sustainable prosperity worldwide. As part of this unique mission, the school founded the Project Artemis program which provides Afghan women entrepreneurs with the life-changing opportunity to participate in business training at Thunderbird.