



Contact:
DRS and Associates
David Schlocker
Carol VanderKloot
T: 818.981.8210 | F: 818.981.8220
E: david@drsandassociates.com
carol@drsandassociates.com

FOR IMMEDIATE RELEASE

November 21, 2011

Native Trails Unveils Artisan Marketplace Offering Handcrafted Product with Worldwide Impact
100% of sales benefit non-profit, global micro-financing organization, Kiva

SAN LUIS OBISPO, Calif – Just in time for the holiday season, Native Trails, the innovative kitchen and bath brand, is providing shoppers a way to make a global impact through its newly unveiled Community Trails Artisan Marketplace. The brand, renowned for supporting indigenous skilled artisans and craftspeople around the world and for using reclaimed, environmentally-friendly materials in its exquisite sinks, range hoods, vanities, furnishings and accessories for high-end kitchens and baths, is furthering its commitment to fair trade and sustainability on an even broader, global level.

Through the Artisan Marketplace, Native Trails is offering Pure Talavera, a collection of high-quality tile hand-produced by Mexican artisans who use traditional methods that originated in Talavera de la Reina, Spain. As Pure Talavera's exclusive online retailer, Native Trails is dedicating 100% of all proceeds to Kiva, a non-profit global financing organization that provides micro loans to entrepreneurs with limited or no access to traditional banking systems.

"We saw an opportunity to make a difference, and to help others make a difference as well," says Naomi Neilson Howard, Native Trails' founder and president. "People love to purchase beautiful, one-of-a-kind products and are also eager to find meaningful ways to help others. By supporting the Pure Talavera artisans, their traditions and communities, and directing proceeds to Kiva, both Native Trails and consumers can each make a dual, long-term impact by keeping traditions alive and artisans engaged for the future."

Prized for their eye-catching designs and bright colors, Pure Talavera tiles are made and painted by hand using unique centuries-old techniques proprietary to the Puebla region of central Mexico. Shoppers can visit: shop.communitytrails.org to see the full Pure Talavera collection, which includes decorative tile, coasters & trivets, welcome plaques, house numbers, and murals. Products are ideal for hostess or holiday gifts; celebratory occasions such as a wedding, anniversary or housewarming; or as a gift to one's own household that will be appreciated all year long. Prices start at \$15 and up and include **free shipping** in time for the holidays for all orders placed by **December 16**; expedited shipping is available after that date.

- more -



Pure Talavera Tiles

Pure Talavera represents only the start of available offerings in the Community Trails Artisan Marketplace. Naomi Neilson Howard and her product development team plan to expand the Marketplace with additional artisan-crafted items in the near future.

One of Native Trails' primary business goals is to make a positive impact on the global community. This is not only achieved in partnering with global artisans, but also by encouraging employees to participate actively with local nonprofits through the company's initiative, Community Trails. Employees can opt to volunteer on company time or raise and donate funds (matched dollar for dollar by Native Trails) to the charity of their choice.

About Native Trails:

Native Trails leads the industry in artisan crafted, eco-conscious furnishings and fixtures for high-end kitchen and bath design. Rooted in the traditions of centuries-old artisan craftsmanship, Native Trails takes every opportunity to use recycled, reclaimed, or green certified materials to bring eclectic sophistication to luxury living. Native Trails is featured in premier showrooms throughout the United States and Canada. For availability, please visit

www.nativetrails.net

###