

Market Colors Press Kit  
2012

*Market Colors Mission:* To mitigate financial hardships and improve the quality of life of the impoverished in Africa.

*Simply stated:* Market Colors works with Christian organizations throughout Africa that are investing in the lives of those living in poverty and teaching them to become skilled craftsmen. We help them market and sell their products through our e-commerce website.

## WHO WE ARE

Market Colors was founded by Lizzie Wirgau in August 2011 at a Starbucks in Orlando, over black coffee and Eastmountainsouth's album.

Throughout our trips to Malawi and Kenya, we came face to face with poverty in a new way. What we previously thought of as just a distant land became a place filled with friends and some of our favorite, and most difficult, memories. Pictures we came across in Time Magazine sent us back to visits with refugee women across East Africa. We found ourselves awake at night, restless... anxious and willing to do whatever God called us to do.

On my second trip to Malawi, I met Gloria and Tiliangati. Gloria was 8 and Tiliangati was just a baby. Their mother, Lamas, had AIDS and was dying of pneumonia. I learned that when Lamas died, she would not have anything to leave to her children and her neighbors would have to look after them. It wasn't because she was a bad mother. As a single mother, she simply did not have the means to provide for them. We sat outside her hut, placing hands on Lamas, asking God to comfort her and provide for her children. She died 8 days later.

We want to help the families of Africa. There are groups throughout Africa teaching women like Lamas how to become skilled craftsmen. They are showing them it's possible to provide for themselves in an honest way that honors the Lord. These African craftsmen are often the sole providers for large families. They have an extraordinary work ethic and exceptional drive and determination. But these craftsmen have such a small market where they can sell their products. We want to equip them to take their products from the village market to the world market. We believe that Market Colors can and will do this through promoting and selling their products through our e-commerce website. Our work is centered upon the goal of creating thousands of sustainable jobs throughout the continent.

On September 10<sup>th</sup>, we will begin selling our handmade African products on our website: [www.marketcolors.org](http://www.marketcolors.org). We are launching a line of 16 products: laptop cases, iPad cases, satchels, purses, wallets, rugs, jewelry, and accessories. Each product will come with a card with detailed information about the group of craftsmen that made the item. Prices range from \$5 - \$50.

## FOUNDER/CEO

Lizzie Wirgau

Lizzie was born and raised in the suburbs of Detroit, Michigan. Throughout her middle and high school years at Southfield Christian School, she connected with different missions groups and began traveling. By graduation, Lizzie had done missions work in Mexico, Europe, Jamaica, and the United States. Anxious for adventure and a climate change, Lizzie moved down to Orlando where she received her bachelors degree in Event Management from the Rosen College of Hospitality Management. During college, Lizzie worked in the missions department at Summit Church. Lizzie took her first trip to Africa in 2010. Lizzie feels honored to be a part of the work God is doing through Market Colors and feels so blessed to know the sweet craftsmen who are making our products.



## LOGO/IMAGES

