

## Indie Designers Raise Funds for Breast Cancer Awareness

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Over 30 of the hottest independent designers have created a unique campaign to raise funds for October's National Breast Cancer Awareness Month.

For over 20 years, the National Breast Cancer Awareness Month has motivated people to come together in efforts to raise awareness. This year, a hip new group of designers has something to share: "Indie For Awareness", a new annual campaign created to raise funds and awareness by 31 of the industries hottest up and coming designers. Founded by Jennifer Thompson, creator of the online community DivaTribe, and Lilie Wells of A Planet 4 Creation, the endeavor brings some of the most creative talent to the forefront of this cause.

The idea formed with Jennifer Thompson's creation of a dedicated page on her popular website last year that discussed all of the indie shops that were raising funds for the month of October. She hoped the article would generate interest in not only the designer's work — but people hoping to support the cause as well. "Because of the audience I can reach with DivaTribe, it made sense to me to try and highlight as many other small businesses as I could that were also raising money," Thompson states. "This year, it is hitting home just how many people are affected by breast cancer, both directly and indirectly — I knew I wanted to do something again that would help continue to raise awareness."

Co-founder Lilie Wells was also motivated by personal experiences with the disease. "My hope is that we can do something to stop or slow down this disease. It's becoming commonplace to mention Breast Cancer to someone and have him or her tell you that they know of someone who had it. It shouldn't be so commonplace." Lilie created the concept to bring together some of the top indie designers in a variety of markets to help promote awareness. While every designer is able to determine the size and type of donation being made, they are all dedicated to creating a unique campaign.

Thompson has created a dedicated page on DivaTribe that will list every designer involved in this collaboration as well as direct links to their shops. These links will create a straightforward resource for consumers to purchase either signature Breast Cancer Awareness Month products created exclusively for this campaign or to choose shops in which between 10-20% off all sales are donated to the designer's chosen breast cancer foundation. "This really allows for an openness and flexibility with the designers, we all feel not only comfortable about our choices, but personally connected to them as well," Wells said.

Though this is the inaugural year for "Indie For Awareness", the co-founders have big hopes for the future of this campaign. It is a unique effort and one that combines the passions of so many. For more information visit Indie for Awareness.