

ADASSA and ADASSA-ADUMORI FOUNDATION: *Saving Lives In Africa!*

The **FASHION FOR LIFE CAMPAIGN** is making an impact in the lives of people living in impoverished communities in Africa

What is FASHION FOR LIFE CAMPAIGN?

Adassa-Adumori Foundation, Inc. (AAF) is a non-profit organization incorporated in the state of Tennessee. The corporation is organized for the purpose of providing humanitarian and educational support to children and families. The Foundation seeks to create a door of opportunity for children and families living in insecure environments by providing them with the tools to combat illiteracy, crime and poverty by assisting with the renovation of schools building, providing school supplies, school food programs, and capacity building training for community leaders.

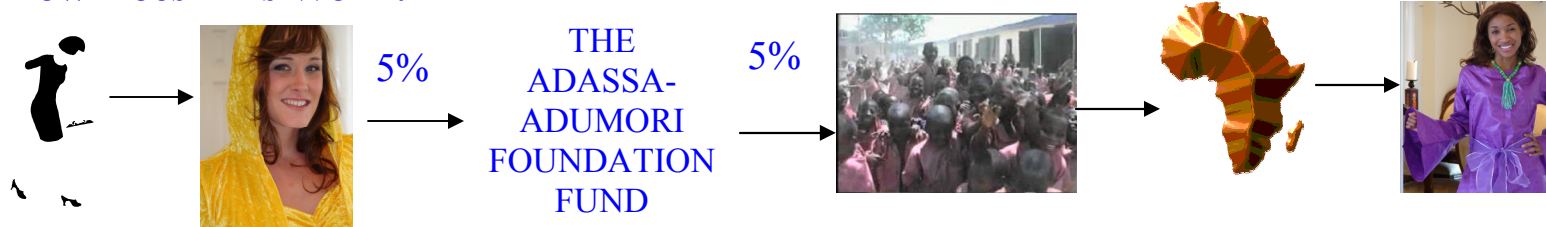
AAF is a US-based nonprofit working in the developing nations of the world to train leaders capable of addressing their nations' most-pressing issues. AAF does this through community projects in business, and education. Adassa-Adumori Foundation, Inc. **mission** is to develop and support sustainable projects that create significant positive change in children and families who are growing up in circumstances of social and economic disadvantages in 3rd world countries.

Our Vision is to actively strengthen the community by providing an atmosphere of hope, healing and restoration.

Why FASHION FOR LIFE CAMPAIGN?

After 23 years of absence from her community, Princess Fumi returned to Africa in February 2008. The journey was bittersweet; sweet to see people she had left behind and bitter to witness the urgent needs amongst the women and children in her community. With "Fashion for life," Princess Fumi is combining her compassion for fashion with her desire to help save lives. With this campaign, she is encouraging families across the globe to "temper fashion with compassion."

How Does This Work?



Step 1:

The Adassa customer purchases our luxury product(s) and raises funds to help eradicate Poverty in Africa

Step 2:

Our customer Purchases any of our Fashion for Life Campaign product. Adassa, Inc. sends contribution to Adassa-Adumori Foundation Fund.

Step 3:

Adassa-Adumori Foundation Fund. Uses 100% of this money to finance educational support to at risk primary and secondary schools
* repairing school buildings;
*providing school uniforms;
*establishing school food and health programs

Step 4:

The contribution helps children and their families in Africa and other 3rd World countries to be granted the Campaign money in the future.

Step 5:

The Outcome?
You own a piece of history: Our collection: Inspirations from a Royal Palace.

Reward?
You change lives, one offer at a time.

How Will my Purchase contribute to FASHION FOR LIFE Campaign?

Adassa, Inc currently features a collection of lounge wears, jewelry and handbags and 5% of every product sales can provide funds for school supplies, to rebuild schools and / or provide free lunch programs for school-aged children in Africa.

Special Offer for our Customers

Adassa, Inc currently features a collection of lounge wears, jewelry and handbags and 5% of every product sales can provide funds for school supplies, to rebuild schools and / or provide free lunch programs for school-aged children in Africa.

For more information about our "Fashion for Life" Campaign: please log on to: <http://www.adassabrand.com>. To learn more about our projects in Africa: <http://www.adassafoundation.org>