



FOR IMMEDIATE RELEASE

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DENVER-BASED COMPANY ECOJOIA: Merchandise with a Greater Value

Denver-based online retailer 'EcoJoia' is committed to providing a merchandise solution for environmental and humanitarian non-profit organizations. EcoJoia donated close to \$100,000 in its first year to partnering organizations including: *Save Japan Dolphins*, *In Defense of Animals*, *PangeaSeed*, *HelpElephants.com*, and *Hawksbill Hope*. EcoJoia provides a web-based store of merchandise marketed for the organization's needs and causes.

EcoJoia supports their partners' efforts to stop the killing of wild dolphins, shark finning, and animal captivity and abuse. EcoJoia is also supporting humanitarian projects through their own quarterly fund called the 'EcoJoia Fund'. This fund is donated to an organization of their choice. EcoJoia is currently making donations to the Kiva organization in the form of micro-loans, enabling people to help themselves and rise out of poverty.

The success of EcoJoia is in large part due to partner *Save Japan Dolphins*. The *Save Japan Dolphins* campaign was co-founded in 2004 by Ry and Julia's father, Mac Hawley, a resident of Evergreen. It was launched to end the mass dolphin slaughter in Taiji, Japan and promote wild dolphin conservation around the world. *Save Japan Dolphins* became widely known after 2009 documentary 'The Cove' won the Academy Award for Best Feature Documentary and was featured on Oprah's 2010 Earth Day special.

The genuine intention of using EcoJoia to support positive change makes for astonishing outcomes. "EcoJoia has made an amazing impact on the *Save Japan Dolphins* campaign. Their donations from the *Save Japan Dolphins* merchandise sales have allowed me to advance the campaign immensely," Said Ric O'Barry, star of 'The Cove' and head activist of *Save Japan Dolphins*, "We are that much closer to our goals of ending the dolphin slaughter in Japan and protecting dolphins around the world, with the help and support of EcoJoia."

<http://www.ecojoia.com>

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FACT SHEET

- Mission – to support the merchandise needs of environmental and humanitarian non-profit organizations, with the goal of increasing their fund raising capabilities and simultaneously spreading cause awareness.
- EcoJoia donates 25-50% of the sale price of its partner merchandise directly back to the partnering organizations.
- EcoJoia donated close to \$100,000 to its partnering organizations in its first year.
- The company was co-founded in 2009 by siblings Julia Hawley, age 27, and Ry Hawley, age 24.
- EcoJoia believes in selling products made from environmentally conscious materials such as certified organic cotton, recycled materials, and earth-friendly dyes and screen printing, wherever possible.
- EcoJoia is a Denver-based company committed to creating appealing, earth-friendly, cause-supporting merchandise.
- EcoJoia's current non-profit partners include:
 - Save Japan Dolphins
 - In Defense of Animals
 - HelpElephants.com
 - PangeaSeed
 - Hawksbill Hope
- Along with donating to its partnering organizations, EcoJoia also donates their 'EcoJoia Fund' to various causes of their choice.

Quote

"Thanks for your dedication and hard work," said David Phillips, Executive Director of Earth Island Institute (the parent organization of the *Save Japan Dolphins* campaign), "It's making a big difference for our efforts."

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ecoJoia™



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