



PRESENT

CODE: PURPLE

Covering. Protecting. Saving Lives.

EVENT: NYC

Thursday, February 16, 2012

NYC Location: Intrepid Sea, Air & Space Museum
Register for updates at www.CodePurpleEvent.com

INFORMATION SHEET



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MISSION

In Africa, a child dies of Malaria every 45 seconds. This life-threatening disease is caused by parasites that are transmitted to people through bites of infected mosquitoes. ING Activewear, Touch The World, and the fashion designers associated with this project are all personally committed to launching one of the largest initiatives to help prevent the millions of African children and adults from dying of malaria every year. Supporters will be playing a direct role to raise crucial funding needed to bring this technology to the masses for support, prevention and education to the more than 225 million cases of Malaria reported each year worldwide.

CODE PURPLE EVENT

ING Activewear has developed a fabric that is mosquito repellent and certified for up to 50 washes! This life changing technology has initiated an international campaign against Malaria. This global project is centered on a product called the MOSKEETO™ Hood-E™. This MOSKEETO Armor™ holds the potential to save millions of lives across the world.

The **CODE PURPLE EVENT** is launching in New York City on February 16, 2012 with plans to take the show around the world to spread awareness and raise funds to distribute this product to every soul living in an environment where malaria is a risk factor. The event will feature unique collections from various designers, special musical guest performances, a live auction and raffles, and giveaways.

NYC HONOREE

In April of 2010, Pamela Abma fulfilled her dream of going to Uganda, Africa to help build a medical facility. Prior to and during her trip Pam took every known medical and safety precaution, however, during her time in Africa a mosquito carrying the Malaria virus bit her. Several weeks after her return home she became very ill and was officially diagnosed with the disease. The doctors informed her that she would not survive unless she was immediately put on a lung bypass machine and the fight of her life began. After 3 exhausting weeks, Pam's prognosis was looking more positive. With much prayer and the means to utilize modern medicine, Pam made a full recovery within a year.

NYC DESIGNERS

5001 FLAVORS, Lawrence Pizzi and D. Barak Stribling.

NYC PARTNERSHIP, SPONSORSHIP & JOURNAL AD OPPORTUNITIES

The **CODE PURPLE EVENT** will achieve a fundraising goal of \$1 Million dollars through:

- Corporate Partnerships
- Sponsorships
- Program Ad Sales
- In-kind Raffle and Auction Donations
- Event Ticket Sales
- Pledges and Outright Donations
- Hood-E Sales

Full opportunity listings are detailed and available for download online at www.CodePurpleEvent.com

ING Activewear

ING Activewear was founded in 2006 with the mission to create apparel that meant something and made an impact and difference in the world. The vision is to make apparel that has thought and a purpose behind it bringing together the world of mainstream fashion with philanthropy.

Touch The World

Touch The World (TTW) has partnered with ING Activewear to help distribute the Moskeeto Hood-E to those in need.