



Goods for Good Launches Special Collection of Holiday eCards Sending Holiday Greetings with Meaning

Non-profit Goods for Good has teamed up with a roster of some of the hottest illustrators and graphic artists in New York and London to create a fun and stylish series of special holiday eCards available on the charity's web site (www.goods4good.org) or directly at www.goods4good.org/ecard/sendcard. These eCards provide a paperless, environmentally-sound way of sending holiday wishes while helping to provide orphans in Malawi and Haiti with basic materials such as clothing, pens, paper, soap, etc. Providing even more incentive to give is a generous matching grant from Merck. Through December 31st the company will match each dollar donated (up to \$10,000).

The roster of participating illustrators -- Jayson Atienza, Ayca Koseogullari, Ava Morton, Alessandra Olanow, and Julia Pott -- has donated their talents to support the charity's mission: G4G matches excess goods from the United States with the needs of orphans and vulnerable children in the developing world to ensure that a lack of basic materials is not a barrier to their achievement. Illustrator and graphic artist Alexandra Olanow, who curated the selection of works, says, "I wanted to provide Goods for Good with something special and unique in order to raise awareness of and encourage donations to this worthy charity over the holiday season."

Users can choose from one of the 9 images of original art created specifically for G4G, and make a donation of **any** amount in the name of the recipient. After making a donation, users can customize a message and send the card to a recipient.

Melissa Kushner, founder of Goods for Good says, "We're grateful to have such a talented group of artists contribute their original artwork for this program. We hope that the cards will provide a special way for both the sender and the recipient to connect with what the holiday season is really all about."

About the Artists

Jayson Atienza: After a decade-long advertising career, Atienza is now a freelance art director and artist working in meticulous watercolor and ink designs. His canvases can be unconventional, including painting on footwear, handbags, and apparel including sneakers. His sneaker designs have been featured in Guy Ritchie's film "RocknRolla," and have been spotted on the feet of David LaChapelle, Tiger Woods, Jeremy Piven, Javson Walker, Dante Basco, and Benj Gershman. www.jaysonatienza.com

Ayca Koseogullari: Born in Istanbul, Koseogullari graduated from Mimar Sinan University, The Academy of Fine Arts in 2000. A painter, she exhibits her work in group shows in Istanbul and New York. Koseogullari continues painting and living in New York City. <http://www.anarchyespionage.com/paintings/>

Aya Morton: Taught by her grandfather the exacting technique of Japanese watercolor, balancing brushwork with bleeding fields of color, Morton is similarly inspired by this mix of East and Western culture found in Meiji Era prints and worldwide poster art. Combining traditional print and painting techniques with the advantages of technology, Morton feels that it is important to see the hand of the artist in each piece. Morton is based in London. www.ayamorton.com

Alessandra Olanow: An independent illustrator and designer based in Brooklyn, Alessandra juggles a diverse array of projects and international client list including The Beastie Boys, The NFL, The Dairy Association, The Nantucket Film Festival and D'addario Strings. Her personal work reflects her surroundings and captures the transient nature of the city she loves. Her blog, www.MorningsWithNPR.blogspot, created a stir within the public radio community and led to a project with WNYC. www.alessandraolanow.com,

Julia Pott: A freelance illustrator and animator working in London, Pott's client work runs the gamut from top bands (The Decemberists, Casiotone for the Painfully Alone, Of Montreal) film production companies (Picasso Pictures, Passion Pictures), publishing houses (Picador, Chronicle books) and creative launching pads (HudsonBec, Etsy). Her animated short films have been screened at music festival SXSW, Rushes Soho Shorts, the YouTube Short Films of the Year Awards and on MTV. She is currently in her first year of an animation MA at the Royal College of Art, working from her studio in East London. www.juliapott.com

About Goods for Good

Goods for Good (G4G) is a 501(c)(3) nonprofit organization founded in 2006 to promote the educational and emotional development of vulnerable children in developing nations. Through partnerships with U.S. companies and grassroots organizations abroad, Goods for Good is able to provide much needed school supplies, clothing and health and hygiene products to children in need while at the same time reducing waste at home. G4G has offices in NY and Malawi. For additional information please visit www.goods4good.org.

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