

FOR IMMEDIATE RELEASE:

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## **Personal Care Products Company Joins Forces with Nonprofit to Combat Modern Slavery!**

Washington, DC/New York, April 12, 2010 – Body Marinade has joined forces with a DC metro based non-profit organization, Bridge to Freedom Foundation (BTFF) for their first corporate partnership. The two have collaborated to form a new campaign to bring national awareness to the issues of modern slavery and raise funds for the BTFF's growing organization and programs.

Body Marinade is a company founded on the principle of individualism and self uniqueness. Offering a fully customizable line of personal bath and body products, each of their clients can design their own fragrances to achieve their very own "Scents of Style". The fact that Body Marinade was built on the freedoms of expression and choice makes them a perfect fit as a corporate sponsor of Bridge to Freedom Foundation. BTFF's mission is to ensure that all survivors of modern slavery are able to build the skills and resources needed to escape the cycle of modern slavery and abuse while attaining and achieving the lives they choose. Their vision is one of a cohesive and sustainable anti-slavery movement that is empowered to work with victims as they transition out of oppression and into a thriving, well-rounded life of freedom.

"Body Marinade is a company that was founded on being unique, and the freedom of expression. I am very excited that our new partnership with BTFF will directly support survivors who have had their freedoms denied by the horror of human trafficking." – Mike Breitweg, Co-Founder, Body Marinade

"I feel honored that Body Marinade is going to be a part of the professional development of Bridge to Freedom Foundation, as well as the personal development of its survivors. Their mission to give hope back to those people whose lives were stolen from them is commendable, honorable, and deserves this acknowledgment through our partnership." - Dejah Turla, Co-Founder, Body Marinade

"Bridge to Freedom Foundation was founded on the principle of collaboration, as the end to modern slavery can only be found when we are all aware and seek to provide empowerment and sustainable resources and services for survivors. Body Marinade's commitment to working with us long-term to both increase awareness and funds as well as contribute to both our Personal and Professional Development Programs is a key to both bridging the gaps and working towards a sustainable end to modern slavery in all forms." - Cassandra Clifford, Founder and Executive Director, Bridge to Freedom Foundation

Support Bridge to Freedom Foundation by purchasing Body Marinade's first BTFF supporter edition product, and help empower survivors to thrive:

**What:** Body Marinade "BTFF Supporter Edition" 2 Step Microderm Abrasion Kit. Over 80% organic, vegan based, and made in the USA.

**Donation Value and Cost:** \$10 of each \$25 retail priced product purchase through Bridge to Freedom Foundation's link will go directly to the organization.

**When:** Available now.

**Where:** Nationwide and global via [www.BridgetoFreedomFoundation.org](http://www.BridgetoFreedomFoundation.org)

Bridge to Freedom Foundation (BTFF) was founded in December 2008 to bridge gaps in information and services which hinder the growth of survivors of modern slavery. BTFF works to enhance and improve the opportunities available to survivors. BTFF accomplishes this by connecting for-profit corporations, community groups, educational establishments and the general public. The cornerstone of BTFF's work is their support to survivors in the form of personal and professional development. BTFF will launch their Personal Development Program which seeks to give survivors of modern slavery a positive self image, both internally and externally.

BTFF, a 501(c)(3) nonprofit organization, is currently entirely volunteer led, 100% donor supported and actively seeking an end to modern slavery. For more information on Bridge to Freedom Foundation contact: 8929 Little River Turnpike, Fairfax, VA 22031; 703-869-2575; [bodymarinade@btff.org](mailto:bodymarinade@btff.org); [www.bridgetofreedomfoundation.org](http://www.bridgetofreedomfoundation.org)

Body Marinade div. of So Right, Inc. is a family owned and operated corporation based in Long Island, New York. This corporate sponsorship is their first in a long term plan of civic duty and community outreach, running in conjunction with their current nationwide expansion. For more information on Body Marinade contact: Body Marinade c/o So Right Inc., PO Box 273 Lindenhurst, NY 11757; 1-877-323-BODY; [Press@bodymarinade.com](mailto:Press@bodymarinade.com)  
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