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FOR IMMEDIATE

JAPANESE DISASTER VICTIMS WRAPPED IN LOVE
*While Many Have Forgotten the 10,000 Japanese Survivors Who
Are Still Living in Temporary Shelters, A World of Quilters Care*

Boulder, Colorado June 30th, 2011

When news of the devastating earthquake and tsunami reached the United States, Luana Rubin realized immediately that more than just the essentials would be needed if victims were to have hope for the future. She had only recently returned from a business trip for her company to the Tokyo International Quilt Festival, (<http://www.tokyo-dome.co.jp/e/quilt/>). While there she had met many of her customers - quilters who purchased fabric from her online company, eQuilter.com, (www.equilter.com).

Putting out a call to customers and friends all around the world for help, she received an overwhelming response: thousands of handmade quilts! In all, 2155 quilts were created and have been shipped along with other relief supplies to a part of Japan which has unfortunately had little relief. The shipment and distribution was coordinated through Mission of Love, an Ohio Relief Organization (www.missionoflove.org) and the flight arranged thanks to the help of a west coast Air Force base commander.

“When you have lost everything, a quilt made just for you with which to wrap yourself up at night, can mean everything.” says Ms. Rubin. “You could see the care and love with which each quilt was made—one was more beautiful than the next” (*see picture*)

A believer in the power of giving back, Ms Rubin, who is founder and president of eQuilter.com, has organized many quilt shipments to be delivered to victims of such disasters as 9/11, Katrina, and Haiti. eQuilter has also donated 2% of all sales since it's first year of business, 1999. These donations, which go to a variety of International charitable organizations, will reach \$900,000 in July.

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“Quilters are incredible. We all know the importance of sending money and supplies to people in need. But quilters take the time to create the most wonderful quilts of every imaginable color and design in order to wrap someone in comfort and hope.”

Ms. Rubin said, when asked why the response was so great. “In today’s world we can text a disaster donation in less time than it takes to turn on your phone, but the tradition of giving a quilt, which may take weeks or months to make, is very powerful medicine” she continued.

The quilts vary in size from a small child’s size quilt up to a twin bed size. While the quilts are a major part of the shipment, cash was also contributed to help defray the costs.

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Attached is a picture of some of the quilts created for victims of the Japanese Disaster



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