

JEEVANKALA TO EXHIBIT AT NY NOW

International Trade Show Takes Place August 20 to 23 at the Jacob Javits Center



NEW YORK, NY – April 2015 – JeevanKala is pleased to announce its participation in NY NOW, held August 20 to 23, 2016 at the Jacob Javits Center, River Pavilion, located at 655 West 34th Street in Manhattan. The fair, held twice annually, brings together top retailers from around the world, including boutiques, department stores, museum shops and more. JeevanKala will be exhibiting in Handmade Global Design, Booth #211.

JeevanKala's products are all handcrafted in Nepal using recycled and organic materials. Colorful baskets are woven

from the discarded plastic wrappers of popular manufactured food products. Handbags and other accessories are crafted from rice packaging and tyre tube scraps, while handloomed fabrics are sewn into unique napkins, table runners, pillow cases and other home accessories.

JeevanKala is a member of the Fair Trade Federation and has supported the lives of thousands of artisans in Nepal, with emphasis on women and the disabled. The sale of its products provide direct income to the Nepalese artisans who create them and the humanitarian programs of JeevanKala's parent organization, Himalayan HealthCare. As a registered 501(c)3 nonprofit since 1992, Himalayan HealthCare provides primary healthcare, education, income-generation and now earthquake relief and recovery to remote mountain villages in Nepal. Support for these communities is needed now more than ever.

Buyers may register at the NY NOW website, www.nynow.com.

HANDMADE GLOBAL HOURS

Sat. August 20: 9 AM - 6 PM
 Sun. August 21: 9 AM - 6 PM
 Mon. August 22: 9 AM - 6 PM
 Tues. August 23: 9 AM - 5 PM

LOCATION

Jacob K. Javits Convention Center
 655 W 34th Street
 New York, NY 10001



For additional information about JeevanKala or Himalayan HealthCare, please contact Christina Madden, US Director, at clm@jeevankala.com or (202) 746-4094.