

FOREIGN **– FORM –**

FOR IMMEDIATE RELEASE

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Contact: Sammy Steen

Tel. 970-485-3287

Jason Siegel

Tel. 303-332-8101

Email: info@foreignform.com

Foreign Form Launches New Product to Raise Funds for COVID-19 Hunger Relief

Denver, CO -- As many Denver families experience food insecurities due to Covid19 we are reminded that “We Are All In This Mess Together”. The city has experienced school closings, jobs lost, and more people needing immediate resources. Watching this happen, Foreign Form, a Rino Art District destination retail store, is doing something to help with immediate needs.

Launching their first piece of original branded merchandise during this time, Foreign Form decided to look outward to see how they can invest and immediately help their community. Foreign Form has selected the Sun Valley Kitchen as their first community partner and will donate 100% of proceeds made from the sales of this launch.

Sun Valley Kitchen exists to serve kids and families in one of Denver’s most diverse and vulnerable populations with food and love with a twice weekly, no-cost, grocery program, distributing food for 60 families. During the COVID-19 outbreak, Sun Valley Kitchen has offered groceries and a hot meal for at least 75 families each week, and they expect that number to increase drastically.

“We are committed to reinventing retail, which means not only creating products that directly impact the wider community like Sun Valley Kitchen,” says Foreign Form co-founder Sammy Steen, “it also means building a web of relationships around the retail experience that affirm human needs for connection, creativity and meaning.”

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The 100% supima cotton, American-made t-shirts feature an inspiring message—“We Are All In This Mess Together”—that consumers can carry with them long after the COVID-19 quarantine. Since all proceeds will go to the nonprofit, each shirt will provide 6-7 hot meals. Foreign Form aims to sell 200 shirts to provide 1,200-1,400 meals for those in need.

“We are meticulous about everything we do”, says Jason Siegel, Foreign Form Co-Founder, “we made sure this wasn’t just another t-shirt. It’s both embroidered and screen printed, and the message is just as important as the shirt. We believe we have to stick together to get through this. For us, having a T-shirt goes beyond a one-time donation, It symbolizes relationships that will continue far into the future.”

“Sun Valley Kitchen is the epitome of community, offering quality meals and groceries to people who need them in a space where young and old alike gather together and inspire one another. We are honored to be supporting their mission when Denver needs it most,” says Foreign Form’s co-founder Sammy Steen.

“We are so excited to be the beneficiary of this t-shirt.” says Ingrid Schneider, Board Member at Sun Valley Kitchen. “As the time progresses, this is going to get harder, funds will get tighter, and resources will dry up if we do not all work together. I have seen what Foreign Form has been doing for a long time fostering community. In the big picture we both do the same thing. It’s a natural partnership with a BIG benefit, feeding more of our community.”

Foreign Form has brought multiple suppliers together to make this vision into a reality. To have the greatest impact for Sun Valley Kitchen, **each company is providing their services**—Original Favorites, t-shirts; Superior Ink, screen printing; and Proper Thread, embroidery—**at cost**.

“Like many businesses, our suppliers have seen their business slow down” says co-founder Mike Delaney, “We can use this time when the world is at a standstill to continue working creatively toward community solutions. Community is the backbone of Foreign Form.”

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T-shirts can be pre-ordered from Monday to Friday, March 23-27, at foreignform.com.

*Part concept store, part gallery, part cultural hub—**Foreign Form** offers a space for local creatives and culture lovers to gather and build community. On the heels of a successful run of seasonal pop-ups, Foreign Form is proud to host their flagship store in Denver’s RiNo Art District. Their space includes an immersive retail shop with high-end, small-batch apparel, jewelry and artwork, and a rotating fine art gallery.*

