



Momentum  
1625 Pearl St.  
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BOULDER, COLO. – Shopping with a conscience is as easy as heading down to Pearl Street with the opening of Momentum, Boulder’s newest fair trade retail shop. Momentum is dedicated to the fair trade business model, which places people and sustainability at the heart of every business decision.

After their experiences working in Nepal with Tibetan refugees and on solutions to help end the tragedy of sex trafficking, Kevin and Jenny Natapow returned to the United States with the goal of creating a place where people could shop for change.

“We believe that business can be more than a means of amassing wealth for a select few, and that global trade can promote intercultural understanding, grassroots development, cultural preservation and economic justice,” explains Jenny Natapow.

Momentum, which opened in June, carries products made by 150 artisan cooperatives from around the world and features everything from home furnishings to handbags. Every product tells a story of hope, the recycled sari blankets were carefully crafted by women who courageously escaped India’s sex trade, the embroidered children’s aprons were lovingly sewn by a cooperative in Zimbabwe comprised of women with severely disabled children and the hand painted cards were created by women in Denver experiencing homelessness and poverty. “Every item Momentum

carries is crafted by the human hand, tells a story and provides employment opportunities for artisan groups around the world,” explains Jenny.

The store itself is a model of sustainability, made with a 100-percent bamboo floor, recycled insulation, ultra-low-flow plumbing fixtures and reused appliances. Ten percent of Momentum’s profits are donated to The Momentum Fund, a not-for-profit charitable organization dedicated to social justice and environmental causes in the local community.

Momentum also serves as a community hub, with a children’s play area and free fair trade coffee for customers. “We see it not only as a store, but also as a gathering place for our community to engage in the issues that affect us both locally and globally,” Kevin says.

Momentum will hold a month-long grand opening in July, featuring free events each Saturday of the month, from 11:00am to 2:00pm, including guest appearances from artisans, vendors and international children’s activities. All are welcome and Kevin and Jenny would love to talk with you about Momentum and the global experiences that led them to create a fair trade store with a mission to inspire social change.

## **Grand Opening Events** ***Come Hear Artisans’ Compelling Stories*** **Every Saturday in July** **11-2pm**

Sat. 7<sup>th</sup> ~ Learn about the Peruvian tradition of back strap weaving.  
*Jamie from Wandering Albatross will share her stories and photographs.*

Sat. 14<sup>th</sup> ~ Discover how a Zimbabwean cooperative achieved success.  
*Profits support woman and children with AIDS and disabilities.*

Sat. 21<sup>st</sup> ~ Delve into the amazing life of the African Elephant (1-2pm).  
*A special Children’s Event with stories, pictures, face painting & magic.*

Sat. 28<sup>th</sup> ~ Watch as artists from Denver’s Gathering Place paint cards.  
*Each card directly benefits local women experiencing homelessness.*