



The Bright Side: Storm Creek Launches Girls on the Run Giveback Campaign



Teresa Fudenberg



Making a Difference: Give Back this Women's History Month

Throughout March, Storm Creek will donate 10% of sales (over \$500) from women-owned distributors to Girls on the Run® International, a nonprofit dedicated to empowering young girls through physical activity and mentorship.

The donation will be directed to each participating distributor's local Girls on the Run® chapter with no additional cost.

Teresa Fudenberg, CEO of Storm Creek and one of Counselor's 2023 Bess Cohn Humanitarians of the Year, expressed her enthusiasm for the initiative: "I am energized by the opportunity to work with other women-owned businesses to help reach Storm Creek's goal of generating \$5 million for charity by 2030."



Superior Fit: Women's Sample Kits

In addition to the giveback program, Storm Creek is introducing two sample kits exclusively for women, featuring trending colors and silhouettes for all seasons. These kits spotlight Storm Creek's sustainable, comfortable, and well-fitting products, empowering distributors to connect with customers.

To participate in Storm Creek's Women's History Month giveback campaign or learn more about the sample kits, contact the supplier directly at info@stormcreek.com.

“As we honor Women's History Month, it's essential to **invest in the future of young girls** and provide them with the tools they need to succeed,” Fudenberg added. “Together, we committed to fostering a world where **every girl can reach her full potential**, regardless of the obstacles she may face.”

- Teresa Fudenberg, CEO