



AFFINA teams up with Water.org for its first postcard initiative.

May 16, 2012, Park Ridge, NJ — AFFINA announces the launch of its postcard series initiative. To get the word out there on great non-profits devoted to helping people and the environment, each Affina customer order shipment will feature a reusable postcard that can be mailed off to friend. Photo postcards showcasing the work of up-and-coming, and established photographers.

Affina's first postcard initiative is with Water.org. Water.org's vision is to see the day when everyone in the world can take a safe drink of water. Water.org has transformed hundreds of communities in Africa, South Asia, Central America and the Caribbean by providing access to safe water and sanitation.

Affina applauds Water.org in their efforts to help end the global water crisis.

ABOUT WATER. ORG

Water.org is a non-profit driving the water sector for new solutions, new financing models, greater transparency, and real partnerships to create lasting change.

Co-founded by Matt Damon and Gary White, Water.org has transformed hundreds of communities in Africa, South Asia, Central America and the Caribbean by providing access to safe water and sanitation. Photograph © water.org. www.water.org

ABOUT AFFINA

AFFINA is a new eco-friendly, philosophy brand for home, hospitality, spa and wellness celebrating Nature's beauty and our affinity to it.

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