

FOR IMMEDIATE RELEASE

PUP

Media Contacts:
Emily Koschnick, Porch Light PR
317.902.0001, emily@porchlightpr.com

People For Urban Progress Launches “Ignitor” Product Line to Uplift Inclusive Design in Indy

Proceeds from the sale of the new products will fund a fellowship aimed at supporting underrepresented designers throughout the city

INDIANAPOLIS (Aug. 13, 2020) — [People For Urban Progress \(PUP\)](#) will launch its new Ignitor line at 11 a.m. tomorrow, Aug. 14, 2020, featuring a limited quantity of backpacks made from repurposed material, as well as T-shirts depicting unity designed by a local artist. The Ignitor line was imagined in response to PUP's internal call to action to bring more diversity to the design community within Indianapolis. A portion of the proceeds from the sale of the Ignitor products will go to a newly created fellowship which will support inclusive design in Indianapolis, with a focus on minority communities.

“AT PUP, we believe that everyone, regardless of race, gender, color, ethnicity, religion, disability, or sexual preference deserves a seat at the design table,” said Turae Dabney, executive director for PUP. “That’s why we are launching this line – at this moment of America’s awakening – to help create an environment of equitable design. We felt compelled to use our platform to meet the needs of our community and invite creatives to the conversation who may not otherwise have access.”

Started in 2008, PUP is an Indianapolis-based nonprofit whose mission is to advance good design and civic sustainability by developing products and projects from salvaged materials or objects. The organization's first project transformed 13 acres of Teflon-coated fiberglass from the demolished RCA Dome into wallets, clutches, purses, and messenger bags for sale – still today – through PUP's website and partner retailers. Notable initiatives since the “Dome Bag Project” include PUP Stops (the transformation of old Bush Stadium seats into IndyGo bus stop seating throughout the city) and the Amtrak Collection (backpacks, bags, wallets, and accessories made from upcycled leather from Amtrak train seats).

Aligning with PUP's mission of reuse and sustainability, products from the Ignitor line are made from donated black pool cover material. Each product is built by hand at PUP's headquarters on the grounds of the old Central State Hospital on the city's westside. The initial batch of 20 backpacks, named the “Ally” and retailing for \$225 each, will be released for sale tomorrow only via PUP's website, www.peopleup.org. Once all 20 sell out, customers will be able to place pre-orders for a second batch of Ally Backpacks expected to be available in a few weeks.

The new Ignitor tees were created by local designer, Byron Elliott, founder of [Blacksheep Collective](#). “This project means a lot to me because it exudes compassion, empathy, and pride for my hometown,” said Elliott. “With the T-shirt for the Ignitor line, I wanted to find a simple way to show alliance and love for our fellow man, regardless of creed or nationality. We are all brothers and sisters on this planet and should work together to uplift each other.”

Ignitor tees will be available for purchase online through PUP's website and also at partner retailer, Silver in the City, at its stores on Massachusetts Ave. in downtown Indianapolis and on Main St. in Carmel. The shirts are \$28 each and come in sizes XS to XXL.

A portion of the proceeds from the sale of the Ignitor Ally Backpack and tees will fund a new PUP fellowship aimed at identifying and uplifting designers who may not have otherwise had financial backing for their projects. This PUP fellow will be tasked with designing and implementing a project that impacts the Indianapolis community through the lens of repurpose and reuse. The initial fellow will set the groundwork for future PUP fellows, impacting Indianapolis for years to come through many more inclusive and equitable design projects.

For more information on PUP and its initiatives and mission, or to purchase merchandise from its new Ignitor line, visit www.peopleup.org. A collection of pictures and video clips of the Ignitor products can be accessed [here](#).

###

About People For Urban Progress (PUP)

People For Urban Progress is an Indianapolis-based 501c3 nonprofit that advances good design and civic sustainability by developing products and projects in connectivity, responsible reuse, and making. We are designers and problem-solvers that salvage existing resources and match them with current community needs. For more about how we are working to create a responsible and resilient city of the future, visit us at www.peopleup.org. Follow us on Facebook at facebook.com/peopleforurbanprogress, Instagram [@peopleforurbanprogress](https://instagram.com/peopleforurbanprogress), and Twitter [@PUP_indy](https://twitter.com/PUP_indy).