

# Spark\*I

LUXURY HANDCRAFTED ACCESSORIES

📍 1140 Kendall Road, Suite A. San Luis Obispo, CA 93401

🌐 [sparklbands.com](https://sparklbands.com)

✉️ [hello@sparklbands.com](mailto:hello@sparklbands.com)

☎️ (805) 626-0511

📷 @sparklbands

## Cal Poly Alumni and Local Business Owner Raises Thousands for SLO Non-Profit

*Local business owner uses her social media following to donate over \$70k to charities in 2020*

**San Luis Obispo, California. (January 6, 2021)** - Spark\*I founder and Cal Poly Alumni, Courtney Bonzi, utilizes and empowers her Instagram community of over 100,000 followers to donate to Dream Makers SLO, a local non-profit organization that makes dreams come true for terminally ill adults on the Central Coast.

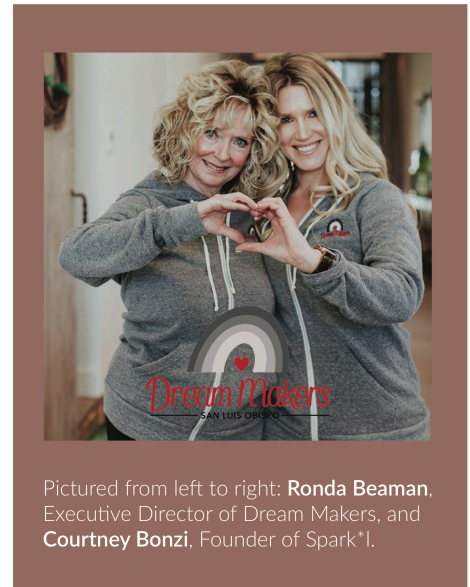
One of Bonzi's foundational values is giving back to communities through Spark\*I's Band Together program. Each purchase of one of Spark\*I's accessories using the code BANDTOGETHER is a 10% donation to their charity of the month. Spark\*I donated over \$70,000 to different charities in 2020 and chose Dream Makers SLO as their December charity.

Bonzi partnered with the beloved Cal Poly business professor and inspirational leader, Ronda Beaman, who is the Executive Director at Dream Makers and a constant source of inspiration and support for Bonzi. Spark\*I also ran a 12 Days of Giveaways promotion on its Instagram page to raise awareness of the charity and led followers to participate in the donation. In December, Spark\*I raised almost \$3,000 for the non-profit.

"Our Spark\*I Squad is like family," says Bonzi, of their 108k and growing Instagram followers. "They are such an incredibly compassionate group of people (mostly women, but a few good men, as well). They are always so excited to step up and give back."

Spark\*I is a female-founded business that designs and crafts smart-watch bands and accessories from leather and vintage designer goods. It's core values are authenticity, sustainability, and integrity, and they work hard to provide a unique customer experience. For more information on Spark\*I, please visit <https://sparklbands.com/> and follow them on Instagram @sparklbands. For more information on the charity work Spark\*I does, visit <https://sparklbands.com/pages/band-together-donations>.

Dream Makers is a non-profit organization in San Luis Obispo, CA made up of community members and businesses who volunteer their energy, support, and talent to bring light and joy to terminally ill adults and their families by making dreams come true. For more information on Dream Makers, please visit <https://www.dreammakersslo.com/> and follow them on Instagram @dreammakersslo.



Pictured from left to right: **Ronda Beaman**, Executive Director of Dream Makers, and **Courtney Bonzi**, Founder of Spark\*I.

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For more information, please contact Alexa at (805) 626-0511, or email [marketing@sparklbands.com](mailto:marketing@sparklbands.com).

*Courtney Bonzi*

**Courtney Bonzi**

Founder and CEO