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Downtown Women's Center Named Official Cause Partner for LA Original Program

LOS ANGELES – The Downtown Women's Center (DWC) has been named the official cause partner for LA Original, a pilot program that celebrates Los Angeles as a creative capital. A project of the Mayor's Fund for LA, LA Original supports local design and manufacturing economies through partnerships with more than 24 LA-based brands, which are developing new products to be released under the LA Original brand. The collection's products depict LA's cultural and geographic diversity and represent a variety of industries, including clothing, cosmetics, food, and more. As the program's official cause partner, DWC will receive a percentage of proceeds from the first collection of products. DWC will also become eligible for an LA Original grant after the program's first year, which will fund employment services for women transitioning out of homelessness.

In addition to being named cause partner, DWC's social enterprise, MADE by DWC, was chosen from a select number of participants to develop products for the LA Original collection. MADE by DWC is launching a three-candle set to be sold exclusively under the LA Original brand.



LA Original Coastal Breath

Tickle your nose with the essence of the salted ocean dew and soft floral hints of jasmine.

LA Original Canyon Sage

Experience the calming fragrance of desert cactus flowers and sage nestled in warm hints of citrus.

LA Original City Lights

Take your candle journey to the stage with this mosaic of patchouli, oak harvest tobacco, and wild flowers.

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The inaugural LA Original collection will be available in select locations throughout Los Angeles, including the Downtown LA Library Store, Westfield Century City, affiliated brand partner stores, and

the program's e-commerce hub, www.LAOriginal.com, beginning in October 2017. MADE by DWC's LA Original three-candle set will also be available at www.MADEbyDWC.org.

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About the Downtown Women's Center

Founded in 1978, DWC is the only resource in Los Angeles exclusively dedicated to addressing the immediate and long-term needs of women overcoming poverty and homelessness each year in the Skid Row neighborhood of downtown Los Angeles. DWC houses 119 women on-site and will house nearly 200 women throughout Los Angeles County in 2017. Additionally, DWC offers services to approximately 3,000 women annually, including showers and clean clothing; healthy, nutritious meals; case management; physical and mental healthcare; enrichment programming; and job-readiness training and transitional employment.

About MADE by DWC

MADE by DWC is a social enterprise created by the Downtown Women's' Center to break the cycles of chronic unemployment and homelessness by empowering women to discover talents and develop skills through vocational opportunities, and to generate economic and social capital. For more information about MADE by DWC, visit www.MADEbyDWC.org.