

TeenPride

A mission of Children's Aid Foundation

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DEVA, jud Hunedoara, Romania—Children's Aid Foundation (CAF), the Romanian arm of International Children's Aid Foundation (ICAF) today officially launched its *TeenPride* program in a ceremony attended by Deva mayor Mircia Muntean and other senior officials from the community.

TeenPride is the brand name CAF will use for the high-quality screen printed apparel that will be made by teenagers from the state orphanage system in Hunedoara County, Romania.

“Children who leave the orphanages at age 18 with no prospects of meaningful employment face a miserable life on the streets. That's not good for them, and it's not good for our community or for Romania,” said Mr. Aurel Iuga, ICAF's country director for Romania. “This program will teach them the skills not only to get good jobs, but also it will train them in life skills to make them responsible adults and ideal employees and citizens.”

CAF has invested more than \$75,000 in the large building in central Deva and new state-of-the-art screen printing equipment that will enable it to produce six-color tee-shirts, hats, bags, and promotional materials. “This is the most sophisticated facility of its kind in Romania,” added Mr. Iuga.

Operating under CAF's Bright Futures program, children aged 17 and 18 in the state orphanage will be trained in graphic design, screen printing, accounting, sales, and other business methods. They will sell their tee-shirts in two markets:

- Custom-designed apparel for businesses and organizations wanting to create and promote their own identities, or who want to give away shirts or caps as advertising promotions and,
- Through retail shops. *TeenPride* will produce high-quality shirts and caps that tourists to Romania can buy as souvenirs of their visit.

The first two shirts feature colorful depictions of Deva and its famous citadel and is available from today at selected fine shops in the city.

“The name says it all,” said Mr. Iuga. “This is all about giving teenagers—the next generation of Romanian citizens—a chance. And *Pride* tells you that they are 100% committed to producing only the highest quality merchandise. From the way we answer the telephone to the way we are committed to customer service, there is only one way to do things: the right way.”

ICAF is an all-volunteer Christian ministry that first came to Romania in 1991. It is based in the USA with a sister organization in England. Other CAF programs include:

- Casa Emanuel, the children's home in Criscior for 21 formerly orphaned or abandoned children.
- Bright Beginnings, the early childhood education program. ICAF volunteers from the USA who are experts in early childhood development train CAF's local Romanian educators, they in turn provide loving care and professional training to 100 children aged 0-5 in Hunedoara state orphanage.
- Luke Polyclinic in Criscior, a state-of-the-art medical and dental clinic which has the most modern dental x-ray technology in Europe.
- Bright Futures. The first Bright Futures program has been teaching computer skills to state orphanage teens in Deva for 18 months. The new *TeenPride* screen printing project is an extension of this work.

For more information on ICAF, visit their website at www.ICAFkids.org.

TeenPride's own website—www.TeenPride.org—is under construction. In the near future, customers from all over the world will be able to order custom-made apparel or Romanian souvenir tee-shirts from www.TeenPride.org.

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