

For Immediate Release

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Small Business in Columbus Helps Small Business in Africa

(Columbus, OH) - Saturday, October 27, 2012 at 1:00 pm, the founder of Badala, Joelle McNamara, will visit Dames Bond Marketplace, Badala's first retail outlet in the United States.

Badala is Swahili for "instead". Instead of prostitution or slavery, BADALA provides alternatives for single mothers by teaching them business skills. "Tribal women make Badala wearables, including bracelets, scarves, headbands and Christmas ornaments," said Leah Wilson, Badala's co-founder and Columbus native. "We also teach them important business skills and provide scholarships for children living in African slums."

Joining McNamara will be Monica, a native of Kibera, the second largest urban slum in Africa, located in Nairobi, Kenya. Monica, referred to as "Bridge", helps lift women out of poverty by connecting them with Badala and other business opportunities.

"We are honored to give Badala a chance to grow their business and to help the women in Africa live economically stable lives," said Mary B. Relotto, Founder and CEO of Dames Bond. "Wherever you are in the world, when Dames bond, Dames thrive," said Relotto.

Dames Bond Marketplace is located at 1188 North High Street in the historic Short North Garden District. Opening its doors on Oct. 4, 2012, Dames Bond Marketplace is the first of its kind, showcasing women artisans and business owners. It is an offshoot of the highly successful Dames Bond marketing network.

Shop Hours:

Sunday - 12 - 5 p.m.

Monday - Closed

Tuesday/Wednesday/Thursday - 12 - 6:00 p.m.

Friday/Saturday - noon - 7 p.m. (Gallery Hops - till 10 p.m.)

For more information about Dames Bond Marketplace, log on to www.DamesBond.com.

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About Dames Bond:

Dames Bond opened its doors in 2006 as the first all-female networking community specifically designed to actively market the expertise of women in business. A combination of networking events and great online content got the attention of Forbes and ForbesWoman, honoring Dames Bond as "one of the top 10 networking sites for women in business." Most recently, Dames Bond was recognized by US News and World Report as "one of the top 8 handy sites for finding networking events." The Dames Bond Marketplace is another step in the right direction toward helping women discover their possibilities, strengthen their business senses and to encourage out of the box marketing techniques.