

Indie Crafting Community Unites to Aid Victims of Hurricane Katrina.

The independent crafting community had banded together to form Crafters United, a partnership committed to raising funds to help the victims of Hurricane Katrina.

After bearing witness to the devastation wreaked by Hurricane Katrina, the indie community is doing what comes naturally—coming together to support those in need. Through a unique partnership between Craft Revolution, an online magazine dedicated to restoring the awareness and appreciation of crafts in today's retail society; Etsy, a site by crafters for crafters whose goal is to make it as easy as possible for people to sell their handmade items; and crafters across the world; Crafters United hopes to raise \$1,000 in relief funds by September 9th to donate to the Red Cross disaster relief fund.

From handcrafted earrings to handmade soaps, crafters will donate their wares for sale on the Etsy website, located at <http://craftrevolution.etsy.com>. One hundred percent of the proceeds from each sale will be donated to the American Red Cross, who is providing a wide range of relief services to those in affected areas.

It's not just crafts that the indies are donating, though. Popular indie community sites and indie friendly businesses like MyCicy (<http://www.mycicy.com>) and Craftster (<http://www.craftster.org>) are doing their part to spread the word by promoting the Crafters United fundraiser on their websites.

"Members of the indie community know full well our ability to unite and support one of our own in need," says Craft Revolution Editor, Georgia Hadley. "In recent months, the network of designers and crafters has come together to support fellow designers through a horrific family car crash, a spouse's cancer, and the loss of a child. We all feel that this is the time to reach outside of our small community and put that ability to work in helping Katrina's victims in this time of incomprehensible devastation."

Hurricane Katrina slammed into the Gulf Coast earlier this week, forcing hundreds of thousands out of their homes and causing at least 68 deaths, including 55 in Mississippi alone. Rescue efforts are currently under way, with many victims trapped in flooded communities. The affected areas are currently experiencing a shortage of food, a lack of drinking water and power outages that have even caused some local hospitals to evacuate their facilities.

Craft Revolution (<http://www.craftrevolution.com>) was founded by four independent businesswomen who share the desire to restore the awareness and appreciation of crafts in today's retail society. Craft Revolution does this by promoting crafts--and the talented people who create them--as high-value, desirable alternatives to the offerings of big-box stores.

Etsy is a site by crafters for crafters whose goal is to make it as easy as possible for people to sell their handmade items without the hassle of setting up an entire website and for a much lower cost than operating through EBay Inc., the online marketplace. Supported by Habana Outpost, a solar-powered market in Brooklyn, Etsy (<http://www.etsy.com>) launched on June 18th, 2005 and was created by the developers of GetCrafty (iospace), with assistance from Leah Kramer (creator of Craftster.org [<http://craftster.org/>]).