

(Converse)RED launch





Converse launched its new (Converse)^{RED} range at Taboo on Tuesday, 27 February, as part of the global (PRODUCT)^{RED} initiative for change.

The (PRODUCT)^{RED} campaign, which includes involvement from Motorola, American Express, Apple iPod, Gap and Emporio Armani, will see a percentage of the profit on (RED) products donated to The Global Fund (<http://www.theglobalfund.org/en/>) to fight Aids, Tuberculosis and Malaria in Africa.

Converse is one of the first brands to bring (PRODUCT)^{RED} to South Africa, which will be available in-store from March 2007.

For more information on (PRODUCT)^{RED}, please 'join red' at: www.joinred.com

For more, visit: <https://www.bizcommunity.com>