

Mushmina Wins a 2014 FedEx Small Business Grant to Further Its Mission of Sharing Handmade Artisan Products on a Global Level

Mushmina will use the grant money to fund a traveling boutique that will bring its fair trade clothing and accessories to customers across the U.S.

Philadelphia, PA ([PRWEB](#)) April 03, 2014 -- [Mushmina](#), a fashion company with a social mission, began with the desire of sisters Heather and Katie O'Neill to share the vibrant traditional crafts of world cultures on a global level. When the [2014 FedEx Small Business Grant Contest](#) was announced, they seized the chance and entered for an opportunity to expand their business and create awareness of the importance of socioeconomic growth and the rewards of supporting fair trade commerce. Now, with a first place win in the contest, they are set to make their next move.

To accomplish this goal, the sisters have chosen the perfect vehicle (pun intended) to spread their message and connect with new customers. They are in the midst of transforming a 1974 VW Westfalia camper bus into a mobile Moroccan Caravan to serve as a traveling boutique and interactive communications site for their handmade products and the work they do. The 2014 FedEx Small Business Grant money will allow Heather and Katie to complete the restoration of the van and get it on the road by summer 2014. The sisters envision that the addition of the Mobile Caravan will increase their retail sales and exposure. A healthy bottom line will help educate the next generation of artisans through the Flying Camel Training Center in Morocco where both young and older students learn traditional crafts as well as literacy and technology.

“We’re thankful that FedEx recognizes the potential of the Mushmina business model and as an international company with a boutique, an [online store](#), and a wholesale line. We rely on FedEx to reach our customers globally,” says co-founder Katie O’Neill. The more customers Mushmina reaches, the more artisans they can empower and guide to economic freedom. “That’s a win-win for everyone involved,” adds co-founder Heather O’Neill.

About Mushmina:

Mushmina is a fashion and design company with a social mission that began with two sisters, Heather and Katie O’Neill living and traveling in Morocco and Mali. They started Mushmina to translate the impeccable craftsmanship and vision of local artisans to the global market. Their mission is to create beautiful inspired products that have cultural integrity and soul. Through the sale of uniquely stylish, handmade fair-trade clothing and accessories, Mushmina creates employment opportunities for women and men in developing countries. Mushmina’s products empower all people to be beautiful and expressive.

<http://www.mushmina.com/>

If you would like more information about Mushmina or to schedule an interview contact Mirrah Curtis at 215-732-5500 or [pr\(at\)mushmina\(dot\)com](mailto:pr(at)mushmina(dot)com).

FedEx . . . Serving Small Businesses

Small businesses are key customers for FedEx and key players in the global economy. According to the U.S. Small Business Administration, small businesses represent 99.7 percent of all employer firms. They also create more than half of U.S. jobs, employ almost half of all private sector employees and account for 98 percent of firms that export goods.



The FedEx portfolio of services allows small business to gain access to the global marketplace and to shipping, logistics and printing solutions.

For more information on how FedEx helps small businesses, please visit the FedEx Small Business Center at fedex.com/us/small-business.



Contact Information

Heather O'Neill

Mushmina

<http://www.mushmina.com>

+1 215-732-5500

Mirrah Curtis

Mushmina

<http://www.mushmina.com/>

1-215-732-5500

Online Web 2.0 Version

You can read the online version of this press release [here](#).