

Sugar7 Increases Non-Profit Donation to 7% of Every Handmade Card and Fine Art Photography Sale

Atlanta-based creator of original photography prints and handmade blank notecards ups the ante on its charitable mission to change the world through pretty things.

Atlanta, GA -- March 20, 2006 (FPRC) -- When Atlanta photographer Sabrina Sexton started Sugar7, she had a very clear mission -- to change the world through pretty things. Initially, Sugar7 donated 5% of every photography print or handmade blank notecard sale to a worthy non-profit. This week, Sexton announced that Sugar7 would increase its standard donation percentage to 7% of every sale.

"A lot of small companies say they're charitable, but they're only donating one or two percent of their annual profits to charity," Sexton says. "I wanted Sugar7 to be different, so all donations come off the top of every sale -- off the full retail price -- so that our customers always know exactly how much we're donating to a cause. If a company donates based on their profits, there is so little chance that a customer will ever know how far their purchase really went. With Sugar7, it's really easy -- you simply take 7% of your purchase, and that's how much we're going to donate."

Sugar7's current offerings on its Web site, <http://www.sugar7.com>, include a collection of floral photography prints and handmade blank notecards, which are available in single quantities or in boxes of six. The images, which include flowers such as roses, lilies, plumeria, and orchids, were shot by Sexton herself in various locations from Georgia and Hawaii to Beijing and Hong Kong. Sexton says that more photography collections are in the works, as well as a line of handmade accessories for women that will launch later this year.

And while Sexton is excited about the plans to grow the product line available from Sugar7, she is more excited about growing the non-profit donations.

"Every little donation adds up," she says. "So whether someone buys one blank notecard or fifty framed prints, they can be confident that they are making a difference by shopping with Sugar7."

For more information about Sugar7, visit <http://www.sugar7.com>.

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