



CHARLIE BANANA™



Changing Lives One **Smile** at a Time

FOR IMMEDIATE RELEASE

Public Relations for Charlie Banana™

Carolyn Sutton

Email: Carolyn@624pr.com

Phone: 214-454-9214

CHARLIE BANANA™ PARTNERS WITH OPERATION SMILE

One Percent of Sales Worldwide to be Donated to Change Lives One Smile at a Time

HONG KONG (March 1, 2010) – Charlie Banana™, the international, luxury brand of modern cloth diapers and healthy eco friendly baby products, today announces its partnership with Operation Smile, Inc. Charlie Banana™ will donate one percent of its global sales to the organization. Operation Smile is a worldwide medical charity that changes the lives of children suffering from cleft lip, cleft palate and other facial deformities.

“We are honored to partner with Operation Smile in our endeavor,” said Gaëlle Wizenberg, CEO of Winc Design, Ltd. “Operation Smile changes the lives of thousands of children a year. Our customers will contribute to this outstanding organization when purchasing Charlie Banana™ products.”

All Charlie Banana™ products proudly display the Operation Smile logo and one percent of sales of each purchase will be donated to make a significant difference in the lives of children around the world.

“Charlie Banana™ is a philanthropic brand at heart and we are pleased to begin this partnership,” said Kathy Magee, Co-founder and President of Operation Smile. “It’s the generosity and support from organizations like this that help us create thousands of smiles for children around the world every year, bringing hope for a better future.”

Each year, more than 200,000 children worldwide are born with a cleft lip and/or cleft palate, and are often unable to eat, speak, socialize or smile. With the help of medical volunteers and generous donations, Operation Smile provides free surgeries for children, healing smiles and bringing hope for a better future. With a presence in more than 50 countries, Operation Smile ensures every patient cared for benefits from the same sophisticated equipment, procedures and highly trained, credentialed staff, no matter where they are.

Charlie Banana™ products will be sold to many retailers worldwide. Visit www.charliebanana.com for more information and to find the closest retail location. For more information about Operation Smile, visit www.operationsmile.org.

For more information or to receive Charlie Banana™ product samples, please contact Carolyn Sutton at 214-454-9214 or carolyn@624pr.com.

ABOUT CHARLIE BANANA™

Established in 2010, Charlie Banana™ is the international luxury brand of cloth diapers and organic baby products. Charlie Banana™ was created out of love for eco friendliness, quality and design by cloth diaper industry experts with more than 12 years combined experience. The Winc Design Ltd family and children are the inspiration behind Charlie Banana™ – with the desire to design products that individuals feel confident to use on their babies and themselves. For more information, contact www.charliebanana.com.

ABOUT WINC DESIGN LTD.

Based in Hong Kong, Winc Design Limited is an eclectic team of Canadian, American, French, British, Hong Kong and a distributor and manufacturer of cloth diaper products. Being based in Hong Kong reduces shipping cost for our customers and reduces the company's carbon footprint by having manufacturing at the door. Winc Design Ltd. has been nominated as the "Earth Champion" for waste reduction in years past. Winc Design actively promotes waste reduction on a daily basis and all of products are made with care.

ABOUT OPERATION SMILE (www.operationssmile.org)

Founded in 1982 by Dr. Bill and Kathy Magee, Operation Smile, headquartered in Norfolk, Virginia, is a worldwide children's medical charity whose network of global volunteers are dedicated to helping improve the health and lives of children and young adults. Since its founding, Operation Smile has treated more than 145,000 children born with cleft lips, cleft palates and other facial deformities and the organization has a presence in more than 50 countries. In addition to contributing free medical treatment, Operation Smile trains local medical professionals in its partner countries and leaves behind crucial equipment to lay the groundwork for long-term self-sufficiency.

###

Shop Charlie Banana™ www.charliebanana.com

Like Charlie Banana™ on Facebook: Charlie Banana

Follow Charlie Banana™ www.twitter.com/Charliebanana