

## Lace Up Ur 'Chucks' for Make Mine Red Global Fund

Written by Robert ID3058

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The Global Fund is the world's leading funder of programs to fight AIDS, tuberculosis and malaria. Created in 2002, the Global Fund has committed over \$5.5 billion to life-saving programs in 132 countries and accounts for a quarter of the world's funding for AIDS programs in the developing world (half for malaria and two-thirds for tuberculosis). Global Fund-financed programs already support nearly half a million people on AIDS treatment, provide over half a million children orphaned by AIDS with medical services, education and community care and reach tens of millions with the knowledge and tools to protect themselves against HIV infection.

Converse extends its global partnership with (PRODUCT) RED with the launch of the Converse (PRODUCT) RED Core Canvas Chuck Taylor(R) All Star(R) collection exclusively at Gap. The release of Converse (PRODUCT) RED core canvas high top shoes marks the first collaboration between Converse and Gap, two partners in the (RED) initiative, an economic plan created by Bono (U2, singer and activist) and Bobby Shriver (Chairman of DATA - Debt, AIDS, Trade, Africa) designed to deliver a sustainable flow of private sector money to The Global Fund to Fight AIDS, Tuberculosis and Malaria.

The Converse (PRODUCT) RED shoes will be available nationwide at more than 180 Gap locations marking the U.S. launch of (PRODUCT) RED after the successful launch in the UK this past Spring. These limited edition shoes are made from canvas fabrication in red, black and white colorways. Iconic Converse (PRODUCT) RED detailing is displayed throughout the collection including red eyelets symbolically adorning the top of the sneakers and a unique red outline framing the shoes in support of (PRODUCT) RED. The Converse (PRODUCT) RED shoes will be available October 13 at select Gap locations and will retail for \$47, with 5% of net wholesale sales going directly to the Global Fund. Additionally, 50% of the profits of Gap's sales of Converse (PRODUCT) RED shoes will go directly to the Global Fund.

To further support the U.S. launch of (PRODUCT) RED, Converse is expanding [www.converseone.com](http://www.converseone.com), the company's renowned web location where consumers can customize their own original Converse product to include a MAKE MINE RED option. Converse is the only (PRODUCT) RED partner with this exclusive capability to give consumers a platform to express their creativity through (PRODUCT) RED.

Beginning October 13, consumers can log on to [www.converseone.com](http://www.converseone.com) with the option to MAKE MINE RED and custom design any Converse (PRODUCT) RED Chuck Taylor(R) All Star(R) Canvas high and low top shoes to support the (PRODUCT) RED initiative. The MAKE MINE RED function offers consumers a unique way to express their originality through

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(PRODUCT) RED product and 15% of net retail sales from the sale of MAKE MINE RED shoes goes directly to the Global Fund. Retailing for \$60, all MAKE MINE RED styles include iconic Converse (PRODUCT) RED detailing such as the (CONVERSE) RED logo inscribed on the insole of the shoe and red eyelets symbolically adorning the top of the shoes along with a custom palette of seasonal colors and patterns.

Converse will collaborate with celebrated designers, artists, musicians and filmmakers to inspire originality by offering limited edition Converse (PRODUCT) RED shoes each season on a unique canvas that preserve culture and embrace creativity. Depending on the product sold, anywhere from 5% - 15% of net sales from Converse (PRODUCT) RED shoes goes directly to the Global Fund.

### About Converse

Established in 1908, the Converse brand has built a reputation as "America's Original Sports Company"(TM) and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor(R) All Star(R) shoe, the Jack Purcell(R) shoe and the One Star(R) shoe. Converse was the first basketball shoe to ever make contact with the court in 1917. Soon after, Converse gained iconic status with the creation of the Chuck Taylor All Star shoe in 1923, which went unmatched through five decades of professional basketball. For more information, visit Converse on the web at [www.converse.com](http://www.converse.com).

### About (RED) and (PRODUCT) RED

(RED)'s primary objective is to engage the private sector in raising awareness and funds for the Global Fund, to help fight AIDS in Africa. Companies whose products take on the (PRODUCT) RED mark contribute a significant percentage of the sales or portion of profits from that product to the Global Fund to finance AIDS programs in Africa, with an emphasis on the health of women and children. Current partners are: American Express (UK only), Converse, Gap, Giorgio Armani and Motorola. MySpace.com is the first media sponsor in the United Kingdom. [WWW.JOINRED.COM](http://WWW.JOINRED.COM)

### About the Global Fund

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The Global Fund is a public-private partnership, governed by representatives of governments, the private sector and civil society from all over the world. It enables countries to design and execute their own programs, but provides funds only on the basis of proven results. It is a lean institution with operating costs of less than 3%, ensuring that resources go directly to where they are needed most. The Global Fund needs additional resources from all sectors to continue scaling up the support for life-saving work around the world. For more information about the Global Fund, visit: [www.theglobalfund.org](http://www.theglobalfund.org)

Converse Web site: <http://www.converseone.com/>

<http://www.theglobalfund.org/>

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

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