New fundraiser gives people the opportunity to own some Ugandan bling AND help a community in need

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For immediate release

NEW BULAMBULI BOUTIQUE LAUNCHES, OPENING UP UGANDAN BLING TO THE WORLD

· Parody rap video, Money Makes Money, convinced the world that Bulambuli in eastern Uganda was worth investing in

· Video showed villagers 'faking it until they make it' using DIY jewellery, cars and even a helicopter to raise funds to support local businesses

· 'Authentic' gold watch, necklaces, bracelets and champagne flutes that featured in the video now on sale at the Bulambuli Boutique

· Shop the entire range at https://www.bulambuli.com with all profits supporting the £30,000 crowdfunding goal

People are being given the opportunity to own some 'authentic' Bulambuli bling and support a Ugandan community in need.

The Bulambuli Boutique, launched by the villagers, will raise funds to create five new local businesses, provide support to existing establishments and provide an additional 250 entrepreneurs with financial education and investment.

It follows the release of parody rap and music video Money Makes Money, which saw the Bulambuli community in eastern Uganda 'faking it until they make it' to try and convince the world they were worth investing in.

The tongue-in-cheek video – spearheaded by the creative team at Wakaliwood, Uganda's best known film studio – saw community members create jewellery, flashy cars and even a helicopter out of recycled materials like straws, plastic bottles and cardboard.

Now, people are being given the chance to purchase some of these 100% 'authentic', high-end items for themselves, with all profits supporting the £30,000 crowdfunding goal. Designed in Uganda by local talent and available exclusively at https://www.bulambuli.com pieces include:

The 'Elgon' bracelet - £50

Perfect for those who love a statement piece, this chunky golden bracelet takes its name from beautiful Mount Elgon, Uganda. Pair with a power suit for a day-to-night look that won't let you down.

Product details:

? 0 carat golden spray paint

? Made of reused plastic straws

? 100% synthetic fiber cord

? Unlimited edition collection

? Designed in Ugand

The 'Dollar' Pendant - £80

This necklace screams success. The high-quality pendant acts as the perfect backdrop for the hand engraved dollar detailing which catches the light beautifully at any angle and is sure to make your friends 'money green' with envy.

Media:









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Product details:

? 100% golden sprayed

? Reused plastic straws

? Pendant 100% cardboard

? Suitable for vegans

? Designed in Uganda

The ‘Watch me Succeed’ Watch - £350

A stunning piece of craftsmanship, this timeless timepiece brings a sense of sophistication to any occasion and has been fine-tuned by our specialists to tell the exact time, twice a day, no matter where you are in the world.

Product details:

? 100% golden paint

? Made of very rough cardboard

? Suitable for rich wrists only

? 100% Ugandan style

Set of Champagne Flutes - £60

No need for a celebration to pop the bubbly, any time is champagne time if you are drinking out of these hand-crafted champagne flutes.

Product details:

? Carat golden spray

? Pure plastic bottles bottoms

? Edgy design

? Cheers guaranteed

? Styled in Uganda

The Bulambuli Boutique was launched in partnership with Communities for Development, a charity dedicated to empowering Ugandan communities to become self sufficient through saving groups, training and financial support. By giving community members the ability to leverage their own skills, Communities for Development aims to give individuals the ability to become financially self-sufficient.

Pilar Tejon from Communities for Development said:

“This is an opportunity for people around the world to show their support for the creativity and entrepreneurial spirit of a community that needs a leg up. The Bulambuli Boutique allows people to invest in a timeless piece at the heart of a creative initiative and help a community in need get even closer to their fundraising goal.”

Curro Piqueras from DUDE said:

“Think about this: you surely need more swag and entrepreneurs of Bulambuli need donations. That’s why we created the Bulambuli Boutique, an online store with the Money Makes Money music video items, designed in Bulambuli. Buy yourself some extra coolness, while helping local entrepreneurs to build income generating activities. Definitely a win win situation.”

The Bulambuli Boutique was created by the creative agency DUDE and the PR agency Third City.

-ENDS-

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