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Letter to the press: A brief look at Nokero's work with non-profits and NGOs

Nokero International Ltd launched our first product, the Nokero N100 solar light bulb, on June 10 of 2010.

In the seven months that have elapsed since that time, our company has worked on a number of giving and humanitarian projects, and we continue to expand on those projects to the best of our ability.

It's no secret that Nokero is a for-profit enterprise, but the purpose of our business, and the meaning behind the lives of the people who work here, is to make a better world by providing clean, affordable solar light.

The largest project to date has been a partnership with Project Cure, a Denver-based company that began working with us early on. Project Cure and Nokero have been operating a project called "Lights for Life," wherein customers can be part of a buy/give program and donate lights to Project cure. Project Cure then puts the bulbs in their "Cure Kit for Kids" boxes. Hundreds of bulbs have been donated this way, and the press release is available at http://www.nokero.com/pressReleases/ProjectCURE_buygiveCampaign.pdf.

See more at <http://www.nokero.com/buygive.php> and the video at <http://www.youtube.com/nokero1#p/a/u/0/l6vDNrKT6UM>



We have also worked with American Green to bring lights to Haiti. American Green operated their own buy/give project, and in a matter of a month or so, raised enough to bring 290 bulbs to Haiti for delivery one year after a devastating earthquake struck Port-au-Prince.

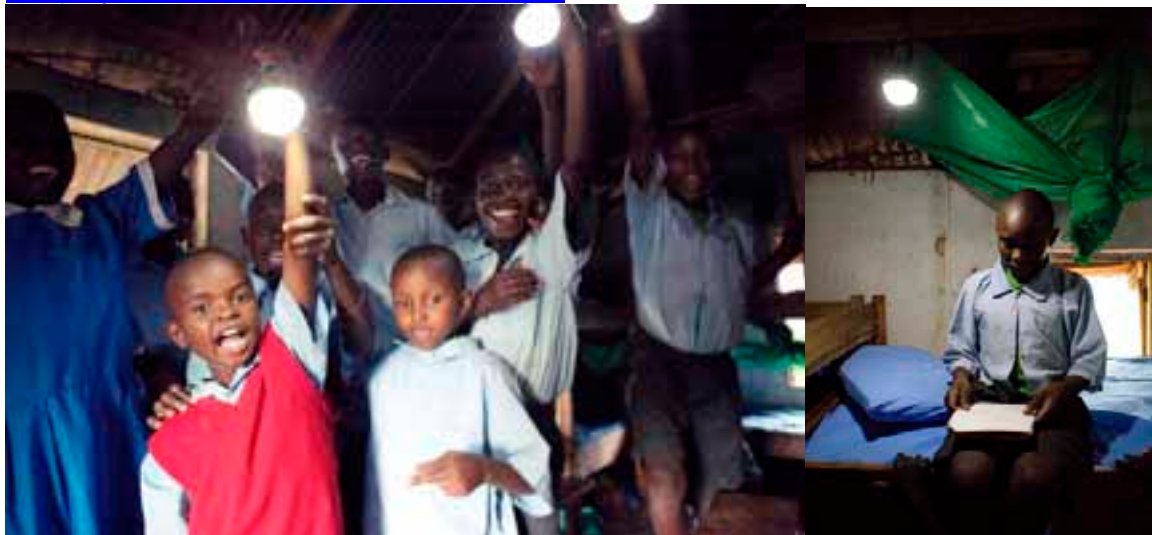
American Green took bulbs to an orphanage/school there, as well as to a tent city nearby, where people live in unsanitary conditions, in makeshift tent dwellings set upon cinder blocks to raise them above constant flooding.

A press release is available at http://www.nokero.com/pressReleases/Haiti_Jan_2010.pdf.

We are also collecting video from that effort, and will have raw video and a short documentary sometime in the next few months. Also visit my recent blog here: <http://www.nokero.com/blog>



We have also worked with a small orphanage in Kenya to distribute bulbs there, see <http://www.nokero.com/blog/index.php/2010/12/16/nokero-lights-up-the-lives-of-children-at-the-project-thrive-school-near-kissi-kenya/>

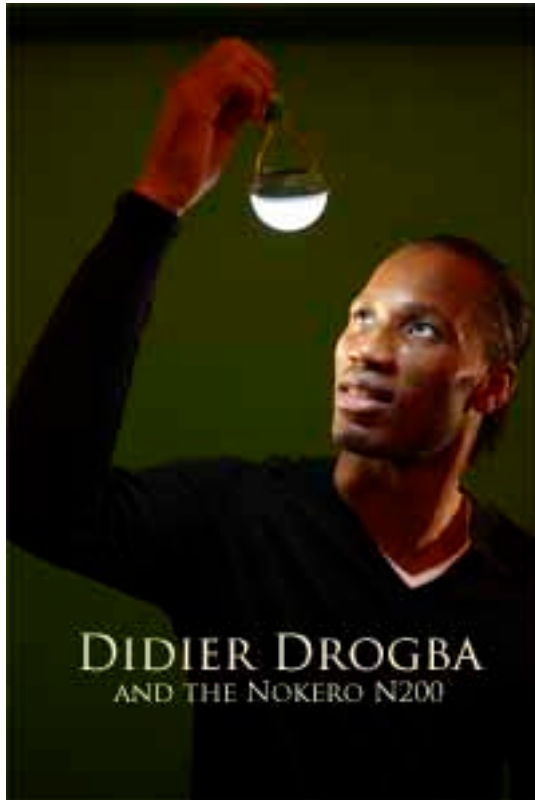




We have several other small giving programs in operation right now, including a group from the University of Malawi taking bulbs into the farm country of Malawi, an orphanage in Uganda where bulbs are in use and where more bulbs will be heading later this month, bulbs in use in various parts of Nepal and Tibet, and we have worked with a small non-profit called Friends of Students from 60K (FSF60K) which has taken bulbs into a small town in Nicaragua: see still images below and video of that here: <http://www.youtube.com/watch?v=wl-8WTcBP7k>



We are also working in concert with international soccer star Didier Drogba and his family to launch a humanitarian effort in Africa, however it will be some time before this project materializes, due to the political situation in Drogba's home country of Cote d'Ivoire.



We believe this is only the beginning. There are many problems around the world which have difficult, complex solutions – kerosene use is not one of them. We have a reliable, clean, safe, and affordable solution for the 1.6 billion people worldwide who live without electricity and a viable lighting option for the 2.8 billion worldwide who live with intermittent electricity.

Together, we can eliminate this problem.

Thanks,
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