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**\*FOR IMMEDIATE RELEASE\***

**Date: Thursday, March 28, 2019**

Contact: Lori Wells, Manager

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**Subject: The Red Dirt Road**

**Acme** – In 2011, Hab Saly was struggling to make her sewing business a success. She left her monotonous and depressing job in Phnom Penh’s garment factories after six years to pursue a dream – starting her own sewing business in her home village. Making Cambodian-style, intricately beaded dresses turned out to be the easy part. Finding customers for the dresses Saly and her small team of seamstresses produced, proved to be difficult. That’s where two northern Michigan women, Marie Eckstein and Lin Alessio, stepped in.

Join Lin Alessio, Founder and President of the Red Dirt Road Foundation, on Monday, April 8, 6 p.m., at Samaritas, 4354 Mount Hope Road, in Acme, as she tells the inspiring story of how one young woman's determination to learn how to sew beautiful women’s accessories deep in the Cambodian Jungle created a worldwide organization known as Red Dirt Road and changed the lives of those who live in her village.

The presentation is free. An optional \$5 per person buffet-style dinner will be served at 5 p.m. Register and pay in advance at the Traverse City Senior Center by Friday, April 5.

For more information or to register, email [dmikowski@grandtraverse.org](mailto:dmikowski@grandtraverse.org) or call the registration number at 231-922-2080

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