



## **Famed Fashion Illustrator, Izak Zenou Designs exclusive Smart is Sexy Tote for Innovative Public Education Campaign**

CHICAGO, Illinois (July 21, 2011) --- Izak Zenou, the well-known fashion illustrator, celebrates the Smart Fund Campaign with a tote bag designed exclusively for the Aparecio Foundation and its embedded marketing arm, Hasana, Inc. Zenou's canvas and leather tote bag will be sold online and at upcoming Smart is Sexy Challenge Events with 100% of the profits going directly towards the Aparecio Foundation.

“The Smart Find is a public education campaign designed to reduce harmful stereotypes and we are so excited that Izak Zenou has generously designed the illustration for the Smart Fund tote bag,” said Jessica George, Executive Director of the Aparecio Foundation.

The Smart Fund tote bag will be sold for 100.00 dollars at all “Smart is Sexy” Challenge Events this summer, and is also available online for 150.00 dollars at ShopHasana.com., the foundation’s embedded marketing arm. All of the net proceeds will go towards the Aparecio Foundation’s Smart Fund, a fund designed. For more information regarding the “Smart is Sexy” Challenge Events and how to further support the Aparecio Foundation, please visit the [www.apareciofoundation.org](http://www.apareciofoundation.org).

**About The Apareció Foundation:** The Aparecio Foundation is a nonprofit organization that was designed as an economic development strategy to lift women out of poverty and as a community development approach to build the leadership capacity of low-income women. The Foundation is unique in that it is a grassroots-based collaborative providing access for low-income women to higher education.

**About the Smart Fund and the “Smart is Sexy” Team Challenge:** The Smart Fund is a public education campaign designed to engage, empower and educate young people concerning negative stereotypes that suppress student achievement, especially stereotypes affecting women.

The campaign aims to reduce or eliminate negative stereotypes that threaten how students view their academic potential. Our campaign will pay special attention to stereotype threats that affect women and that widen the gap in educational achievement, specifically stereotypes that alter academic and intellectual performance.

The “Smart is Sexy” Challenge is a fun and unique event that will help raise funds and awareness for the Aparecio Foundation and it’s envisioned eight-year multiple mentor program. Teams consisting of at least five members will compete against each other to see who can be the top fundraising team. Leading teams will be recognized and awarded prizes at three happy hour checkpoints and at the grand finale party.

**CONTACT:** For press inquiries please contact Jessica George | Aparecio Foundation | (312) 957-6094  
[Jessica.George@apareciofoundation.org](mailto:Jessica.George@apareciofoundation.org). For more details, please visit:  
[www.apareciofoundation.org](http://www.apareciofoundation.org).