

BEADS Walkathon Aims to "Break the Chains of Illiteracy"

With support from AWF, an organization called BEADS is improving the livelihoods of Maasai communities in Kenya. BEADS, which stands for Beads for Education, Advancement, Development and Success, supports educational sponsorships for girls, career counseling, community service projects, HIV/AIDS prevention, and famine relief programs.

BEADS holds an annual Walkathon to raise awareness and sponsorships for this important work. This year's Walkathon—100 miles from Isinya to Amboseli National Park—is called "Break the Chains of Illiteracy" and will take place January 6-13.



Florence Nasore is a bright young woman attending private school through a BEADS sponsorship.

While far from luxurious, these boarding schools provide the best education available for these girls, who must also volunteer in their local communities. Since 2004, BEADS teaching interns have been the sole teachers for several classes at Enkong Narok School in Amboseli National Park. In 2007, ten interns will join this program. ■

Visit www.beadsforeducation.org to learn more about the BEADS Walkathon and their other innovative programs

In Their Own Words

"Is African coffee strong enough to make it in the global marketplace?

Just ask Starbucks.

Arguably, the best quality Arabica coffee on earth grows in east Africa. Coffee is also a conservation-friendly crop. Elephants don't like java—so the plants create a valuable buffer zone between elephants and food crops. And since coffee needs shade, growers are motivated to re-plant the forest with indigenous trees. To help growers sell directly to the market, AWF approached Starbucks because Starbucks has strict quality standards that are sensitive to both people and the environment. So next time you drop by Starbucks, ask for an African blend. And enjoy a taste of our economic future."



Moses Kanene

—MOSES KANENE
AWF PROGRAM MANAGER



Photo by Justin West

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