

Join the thousands of consumers and businesses asking for the most beautiful rug - the one with the GoodWeave label.



RugMark USA  
800-784-6275 - [www.GoodWeave.org](http://www.GoodWeave.org)

It takes thousands of knots to make a beautiful rug.  
And another one to make sure a child didn't weave it.



**It takes thousands of knots to make a beautiful rug. And another one to make sure a child didn't weave it.**

Some 250,000 South Asian children are illegally employed to weave rugs destined for our homes. Look for the human knot on the GoodWeave label and you can help stop this practice.

When you buy a GoodWeave certified rug, you know it is made on a loom that is independently monitored to ensure that only adult artisans crafted it. Every GoodWeave purchase helps get kids off looms and into schools.

*The GoodWeave label and its predecessor, the RugMark label, offer equal assurance that your rug is child-labor-free.*

**It takes thousands of children . . .** in schools to end the cycle of child labor. The GoodWeave program has freed more than 3,600 children from the looms, providing each with the opportunity to embark on a new life. The purchase of GoodWeave certified rugs helps fund daycare and early childhood education, as well as school sponsorship for children of adult weavers, adult literacy programs and health clinics.

**It takes thousands of retailers, importers and designers . . .** working together to bring GoodWeave certified rugs to the marketplace. Millions of certified rugs have already been sold worldwide. Be a part of the fight against illegal child labor by partnering with GoodWeave and supporting businesses that do.

**It takes thousands of consumers . . .** asking for the GoodWeave label to end illegal child labor. GoodWeave certified rugs can be purchased through some 1,500 retailers and showrooms across North America, as well as online. Visit [www.GoodWeave.org](http://www.GoodWeave.org) to find an outlet near you.

**It takes you.** Join the GoodWeave campaign to end child labor. You can help:

- *Look* for the certified and numbered GoodWeave label on the back of any rug you purchase.
- *Ask* for GoodWeave certified rugs from your interior designer, salesperson or architect.
- *Urge* your friends and colleagues to look for the GoodWeave certification label.
- *Contribute* to GoodWeave's work with a tax-deductible donation at [www.GoodWeave.org](http://www.GoodWeave.org).

**RugMark, the organization behind the GoodWeave certification program, works to end illegal child labor in South Asia's carpet industry. When you buy GoodWeave certified rugs, you know that:**

- The manufacturers have pledged not to employ illegal child labor.
- GoodWeave inspectors have made unannounced visits to ensure that manufacturers are delivering on their no-child-labor promise.
- A contribution has been made to support GoodWeave's monitoring, inspections and education programs.



*Economic desperation led Akkas' parents to borrow the equivalent of \$7 in exchange for the boy and his older sister. The debt broker took Akkas to a carpet factory, where he was forced to weave rugs for long hours, breaking for just one small meal a day. A GoodWeave inspector rescued Akkas four months later. Today, Akkas lives and studies at a GoodWeave rehabilitation center, fulfilling his dreams of education.*

- photography by Kelly Kinnunen, *NEED* magazine