



For Immediate Release

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## GoodWeave Child Labor-Free Certified Rugs Now Available at Target Stores

*Washington, DC [September 2, 2015]:* GoodWeave International is pleased to announce a partnership with Target Corporation to prevent child labor in the production of Target's owned-brand woven rugs. Target has a long history of ensuring all of its manufacturers follow the highest standards in ethics and safety and GoodWeave is the only group of its kind that fully penetrates corporate supply chains to protect against child labor.

Child labor is an issue of concern for virtually every major global brand, affecting 168 million children under the age of 14, who are frequently trafficked into still more exploitative circumstances, including the sex trade. GoodWeave has designed its program to reach the most vulnerable workers, in readily accessible factories and also remote, home-based sites that comprise third and even fourth tiers of production. These efforts are combined with community-level interventions to increase school enrollment and worker empowerment.

"Target is committed to the highest standards of responsibility in our global sourcing practices," says Irene Quarshie, vice president, product quality and responsible sourcing at Target. "We are proud to partner with GoodWeave to support their mission to end child labor in the rug industry. Our guests can feel confident that by purchasing an owned-brand rug at Target, they're helping support the elimination of child labor in the rug industry and the education of thousands of children in India."

Because underage workers are sometimes concealed by manufacturers, only GoodWeave's cooperative approach with industry can gain the widespread access to victims and the financial leverage with suppliers that can eliminate child labor from the manufacturing process. Since February of this year, all owned-brand woven rugs made in India have been GoodWeave certified, indicated by a numbered GoodWeave label affixed to the back of the rug.

"As one of the country's largest and most recognized retailers, Target has made a great stride for human rights in offering GoodWeave certified rugs to millions of consumers within approximately 1,800 retail stores," says GoodWeave executive director Nina Smith. "With Target's support, we hope to continue our effort to address critical human rights issues in supply chains."

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**About GoodWeave:** Founded in 1995, GoodWeave works to end child labor in the South Asian carpet industry and to provide education and other opportunities for children in weaving communities. The nonprofit partners with rug producers that pledge to employ only adult workers, and conduct frequent, unannounced inspections of licensed looms and factories to verify working conditions. Its services are funded entirely through donations and the sale of GoodWeave certified rugs. Learn more at [www.GoodWeave.org](http://www.GoodWeave.org), or visit GoodWeave's online pressroom at [www.GoodWeave.org/news.php](http://www.GoodWeave.org/news.php).