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## Regal Ware Recognized for “Vision for Tomorrow”

**Kewaskum, WI (June 17, 2009)** – Regal Ware Worldwide™ joined the ranks of Avon, Longaberger, The Pampered Chef and others in being recognized for their “Vision for Tomorrow” at the 2009 Annual Meeting of the Direct Selling Association held in Washington, DC May 30 – June 3, 2009. The “Vision for Tomorrow” recognizes Direct Selling companies for their charitable giving efforts.

It has been said that it takes a village to raise a child; but Regal Ware’s Saladmaster® Division has shown that a focused direct sales company can raise a village. By committing a portion of each sale to the GK777 project, participating Saladmaster dealers and consultants throughout the world have raised enough funds to build 30 homes (through 2008) in Pototan, Iloilo, Philippines. Participating sales consultants commit a fixed dollar amount from their proceeds of each sale to be donated to the Saladmaster Village.

GK777 stands for “Gawad Kalinga” – translated in English it means “to give care”. The “777” designation represents their goal to build 700,000 homes in 7,000 locations in 7 years (2003-2010). GK’s vision for the Philippines is a slum-free, squatter-free nation attained through a simple strategy of providing land for the landless, homes for the homeless, food for the hungry. The organization is not based on charity, but rather, on building values in the poor. According to GK spokesman Dylan Wilk, “Poverty is not just an absence of money but an absence of community and values. You can’t just take away the slums; you also have to take away the slum mentality of the people who live there. It’s very important to give people back dignity and hope.” The organization has been so successful in eliminating poverty that the United Nations is studying the GK model to integrate into UN programs.

Keith Peterson, President of the Arlington, Texas-based Saladmaster Division, said, “December 2007 heralded groundbreaking for the “Saladmaster Village” as part of the GK777 initiative. In so doing, Regal Ware’s Saladmaster Division joined powerhouses such as Coca Cola, McDonald’s, Nike and others who have built these villages to provide a new start in life for people displaced by war and poverty.”

Regal Ware President & CEO Jeffrey Reigle said, “through the GK777 project the Saladmaster Village takes a holistic approach to changing lives of people – donors and recipients alike. It’s not just about the money – it is about reminding each other of the value we have as human beings – it is about restoring dignity to people who have lost hope – it is about building a local community and, in turn, building a community that crosses borders. It is the Vision for Tomorrow.”

It is estimated that homes built to date in the Saladmaster Village have directly impacted the lives of several hundred people in the Philippines, numerous Saladmaster consultants throughout the world who have made both monetary and hands-on donations toward the effort, and countless others who hear about this worthwhile and visionary Gawad Kalinga goal.

### **About Regal Ware Worldwide**

Headquartered in Kewaskum, Wisconsin, Regal Ware Worldwide is the premier manufacturer of high quality stainless steel cookware in the United States. Driven by innovative engineering and a legacy of quality that dates back to 1911, Regal Ware remains committed to the philosophy of integrity, dedication, performance and pride. Regal Ware's product offerings include stainless steel cookware and cast aluminum cookware available through both the direct selling and retail sales channels; and drinking water treatment systems for the home. Regal Ware products are proudly made in the USA at manufacturing facilities located in West Bend and Kewaskum, Wisconsin. For more information on Regal Ware visit [www.regalware.com](http://www.regalware.com).

### **About the Direct Selling Association**

DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Among its more than 250 active and pending members are companies selling both via a party-plan method and in the traditional person-to-person style. In 2007, U.S. direct sales were more than \$30.8 billion with more than 15 million direct sellers nationwide. The vast majority are independent business people – micro-entrepreneurs – whose purpose is to sell the product/service of the company they voluntarily choose to represent. Approximately 90 percent of direct sellers operate their business part-time. For more information on direct selling, DSA and its Code of Ethics, please visit the DSA website at [www.dsa.org](http://www.dsa.org).

### **About GK777**

Gawad Kalinga (GK) translated in English means "to give care", and it is an alternative solution to the blatant problem of poverty not just in the Philippines but in the world. GK's vision for the Philippines is a slum-free, squatter-free national through a simple strategy of providing land for the Landless, homes for the homeless, food for the hungry and as a result providing dignity and peace for every Filipino.

What started in 1995 as a daring initiative by Couples for Christ to rehabilitate juvenile gang members and help out-of-school youth in Bagong Silang, Caloocan City, then the biggest squatters' relocation area in the Philippines, has now evolved into a movement for nation-building. Together with its partners, Gawad Kalinga is now in the process of transforming poverty stricken areas with the goal of building 700,000 homes in 7,000 locations in 7 years (2003-2010). To date Gawad Kalinga is in over 900 communities (see [www.ancopusa.org](http://www.ancopusa.org) ). For more information on the GK777 project visit [www.gawadkalinga.org](http://www.gawadkalinga.org).