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CLEANSE THE WORLD OF LANDMINES WHILE CLEANSING THE BODY
Cleanup soaps raise funds for landmine removal efforts; Awards-winning project
developed by students at The New School



With a simple act of washing our hands, we can help wash the earth clean of landmines. Cleanup is a new line of all-natural soap formed in the shape of landmines. Cleanup raises funds for landmine removal and survivor assistance and also promotes awareness of the global landmine crisis.

“The global landmine crisis is a pervasive humanitarian and economic issue in over 80 countries worldwide”, said product designer Hideaki Matsui. Matsui developed the soap as his senior thesis at Parsons The New School for Design, where he was tasked with designing a product that would address an important social issue. Landmines, or even the suspicion of them render land useless, prohibiting communities from producing food and utilizing water sources, or from building infrastructure, schools and hospitals.

Matsui was drawn to landmine removal through the photographs his parents showed him of the devastation caused by landmines. “I came upon the idea of developing soaps in the shape of landmines because of the powerful message it sends: when raising funds for landmine removal, the point is for them to disappear, said Matsui. As the soap disappears, so do the landmines.”

(more)

Taking this student project to the next level, **Cleanup was chosen for an innovative social entrepreneurship collaborative between Parsons and Milano The New School for Management and Urban Policy.** The class, entitled Social Entrepreneurship Through Design, connected Matsui with a team of management students who developed a comprehensive business plan for the product. Following the completion of their studies, Alison Keehn and Benjamin Packer, two of the original team members, formally incorporated as Social Entrepreneurship Network, Inc. to bring this and other civic-minded projects to market.

Cleanup has already received top honors in prestigious design competitions including the top prize in the ID Magazine Student Design Review and a gold International Design Excellence Awards (IDEA) of the Industrial Designers Society of America. Cleanup was also a finalist in the JP Morgan Good Ventures Competition in 2006.

Available in Coconut and Rosemary Mint varieties, **\$2.00 from the \$8.00 suggested retail price of each bar is donated to The Cambodia Landmine Museum, located outside of Siem Reap.** The Cambodia Landmine Museum was created so that it might serve as a place of healing for bodies, hearts and minds. The facility contains a school, an orphanage with living facilities for up to 30 at-risk children, and functions as a place for action, serving as a launching pad for humanitarian and landmine relief outreach initiatives. **Manufactured in the United States, Cleanup contains only natural ingredients and is not tested on animals.**

Cleanup is currently available at cleanupsoap.com, and will be sold at select retailers nationwide. For more information, images, or product samples please contact Aimee Majoros at Aimee Majoros Public Relations, 212.229.2934 or aimee@aimeepr.com.