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BROTHER EMPLOYEE GEORGE DARBY HELPS YOUNG ADULTS START THEIR OWN SMALL BUSINESSES



George Darby (R) and two of his students Makai Hooker and Shane Crummey (L-R) pose with tee shirts they created at a recent workshop

BRIDGEWATER, N.J.- George Darby is making a difference in his community. For the last six years, he has been teaching young adults how to use cutting-edge technology to start their own original art tee shirt small businesses – which in turn develops their artistic and business skills – to create a path to a better future.

George, who holds the title of Sales Deductions Supervisor for Brother, says he got the idea one day when he went clothes shopping with his daughter.

“She kept wanting to buy designer clothing that cost a fortune,” Darby said. “I’m not going to spend \$40 on one tee shirt, so I taught her how to use the Brother ScanNCut to create her own original tee shirt designs.”

The Brother ScanNCut is the only electronic cutting machine on the market with a built-in scanner, which allows users to scan in their own drawings and easily have the machine cut those designs out on fabric, paper, and other materials. ScanNCut lets users craft projects for their personalized items, vinyl decals, home décor, clothing, greeting cards, quilts and other creative endeavors.

Since then, he's worked with nearly 15 youth groups and organizations in the New Jersey area. And there is a special reason for this. George is currently the NJ State Director of Phi Beta Sigma Fraternity Inc. Fraternity's 5013c SCEI (Sigma Community Enrichment Initiative) helps young men in the Sigma Beta Club, which is the Fraternity's male mentorship youth group. George was a part of this Club when he went to high school.

George's efforts are based in his fraternity's volunteer mentorship programs which reach out to high school clubs and sports teams, among other groups. Young people are taught how to use the Brother ScanNCut machine to make their own original tee shirts, cards, and craft projects for the purpose of ultimately starting their own businesses, where they will utilize their newfound artistic skills to create original art lines.

George has helped nearly 30 or 40 young people learn the Brother ScanNCut machines. Several have gone on to start their own original design brands and product lines. One of his protégés is Jai Miller, a freshman at Howard University, who named his company "FAME Blvd." Other young people from George's mentorship program have used the machines to create original artwork that is helping them earn money in college so they can purchase books. And, some of the sports teams use the ScanNCut machines to make their own team shirts and related items to raise money.

George feels very strongly about setting a positive example for the youth of his community. Having grown up in a drug-saturated environment, he realized at an early age he needed to do something to get away from that lifestyle. "I saw two options: either deal drugs or use drugs – and these weren't options I could live with," he recalls.

As George developed his business skills, he realized he could make money by selling snacks and potato chips to people in his neighborhood. He got the potato chips and snacks from a local deli, where the owner showed him how he could mark up the cost to make a profit. This experience taught George about being an entrepreneur and using his skills and talents to earn his own money. As stated, part of what he's doing today stems from a desire to give back and help young adults in the same situation develop their own business talents. This way, they can use their individual skills and creativity to generate their own sources of income and get away from bad circumstances and influences.

George says that demonstrating the technology and capabilities of the Brother ScanNCut is also giving more people a different perspective about crafts. This is especially true among young men, who now see crafts as a practical way to use their creative skills for making money. George says this is a great opportunity, particularly for artists and creative people.

"Growing up, I remember being told that I could never make money with art. Well, this is a way young people today can make money with their art and develop their creative skills."

George has worked for Brother for 11 years, having worked his way up from the mailroom to the positions of Deductions Administrator, Credit Supervisor, and currently Sales Deductions Supervisor. George left college to take care of his family. Nine years later, he found himself at Brother, through which he was able to go back to college and graduate, utilizing this company's tuition reimbursement program.

About Brother International Corporation

Brother International Corporation has earned its reputation as a premier provider of home office and business products, home appliances for the sewing and crafting enthusiast as well as industrial solutions that revolutionize the way we live and work. Brother International Corporation is a wholly-owned subsidiary of Brother Industries Ltd. With worldwide sales exceeding \$6 billion, this global manufacturer was started more than 100 years ago. Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters, Brother has facilities in California, Illinois and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina, Peru and Mexico. For more information, visit www.brother.com.

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About the Brother ScanNCut

The Brother ScanNCut personal electronic cutting machine can be used for cutting intricate designs into paper, felt, vinyl, fabric, leather, and other materials. A user can input those designs a number of ways: either by scanning the design directly into the machine, inputting the design through a USB media, or directly cutting the words or design from a piece of fabric or other materials. ScanNCut features a bright LCD screen where users can preview the item they will cut prior to starting; this screen is also where users can edit the design and choose how it will be cut.

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