



## For Immediate Release

### TEEN DESIGNER UNVEILS NEW WATCH FOR MARC ECKO – ON SALE NOVEMBER 2007

SEE Builds Groundbreaking Collaborations Between Industry  
and Underserved Youth



"I wish this was school instead of the place I go to called 'school'. I can see the relevance to life through SEE."

–SEE Student

NEW YORK, NY—Sweat Equity Enterprises (SEE), a design and entrepreneurship program for underserved youth, recently partnered with Marc Ecko to design hot new watches for 2007.

*"Before SEE I was in a gang, which is the reality for most inner-city kids," says 15-year old Paul. "But SEE has given me a future through design and entrepreneurship. The concept behind my watch is an eclipse, which is a rare phenomenon. Yo, you got bling, but I've got a phenomenon!"*

Marc Ecko explains *"This was a completely life changing experience for Paul. By demystifying all the design around watches, Paul found an entry point, a door, that made learning cool, that gave him the ability to dream of doing something way bigger This is what corporate social responsibility is all about and this is why I come to work everyday."*

The watch project is the seventh for SEE since the organization was founded in 2005. Over the years, participants have designed bags, watches and outerwear for **Marc Ecko**, cars for **Nissan**, marketing and electronics for **RadioShack**, shoes for **Sketchers**, graphics for **Saks Fifth Avenue**, skateboards for **Zoo York**, packaging for **Dr. Miracles** and graphic design for **New York Cares**.

Proceeds from sales of the Eclipse will allow more underserved teens nationwide to participate in SEE where they will gain intensive design, technology and entrepreneurship training. All students are selected through a competitively application process.

#### About SEE

Sweat Equity Enterprises (SEE) builds groundbreaking design collaborations between underserved youth and industry nationwide – an unbelievable learning opportunity for teens and an innovation lab for design professionals and companies. The organization provides opportunities for *both* youth and industry to gain in mutually beneficial and non-exploitive ways. Youth increase their professional, academic and personal skills, and industry gathers innovation, market research, and high-quality design. A project-based youth development learning program, SEE takes place in a real professional environment where teenagers participate year-round for all four years of high school. Participants gain intensive design, technology and entrepreneurship training as they develop



"Great product strategy! This has been a great experience for our company."

–Robert Greenberg  
Chairman & CEO  
Sketchers USA Inc.

original graphic, product, or apparel designs from concept to prototype in partnership with a company partner. As SEE expands nationwide this year, it plans to reach thousands of youth, educators, and professionals.

*"SEE's vision is to invest in the limitless imaginations and entrepreneurial potential of underserved youth," said SEE Co-Founder Nell Daniel. "We aim to build on the proven capacity of design education to give students valuable transferable skills that can be used in every area of their lives, whether professional, socio-emotional or academic. At the same time, our corporate partners gain fresh ideas and market research while enhancing their brands through sustainability and cultivating a talented and diverse workforce for the future."*