



FOR IMMEDIATE RELEASE

MARCH 30, 2020

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PPE for Wisconsin, Fundraiser Launched to Raise \$3 Million Dollars to Protect Wisconsin's Health Care Workers and Other First Responders

MADISON -- [Fenrici Brands](#), in partnership with the Madison-based 501(c)(3) nonprofit [Center for Community Stewardship](#), are launching a [GoFundMe Charity fundraiser](#), PPE for Wisconsin. This fundraiser will help raise \$3 million dollars to acquire **120,000 Personal Protective Gowns**, and use **a chartered airliner** to bring them to the State of Wisconsin to be distributed to frontline responders.

Why Personal Protective Gowns?

Personal Protective Gowns are **a key item in Personal Protective Equipment (PPE)** that protects against infectious substances including patient blood, body fluids, secretions and particulate matter in air. It has been playing an important role in keeping health care workers safer in fighting COVID-19.

“While the whole world is focusing on masks, our insights from the ground in manufacturing centers around the world has made us believe that it is important to acquire Personal Protective Gowns NOW.” Says Mike Zhang, Founder and CEO of Fenrici Brands. “We believe that the manufacturing capability for the Personal Protective Gowns around the world will be soon overwhelmed by orders from competitive nations and states, just as what's going on with the masks.”

Given the COVID-19 crisis, major airlines have dramatically reduced their regular intercontinental flights. **The Air Express Services are completely overwhelmed.** As of March 27th, both FedEx and UPS have suspended their on-time delivery guarantees. Given the quick evolving situation, in order to get the lifesaving PPE out of manufacturers overseas, **a chartered airliner** will be **the quickest** approach, and most likely most **affordable per unit price.**

Given Fenrici Brands' unique position as an eCommerce company with its strong reach to quality manufacturers around the world, it has decided to prioritize its effort in procuring products in supporting health care workers and other first responders in fighting against the COVID-19 in its home

state – State of Wisconsin. Fenrici Brands has quickly assembled and positioned its procurement team to leverage its network and speed to bring as many Personal Protective Equipment back to Wisconsin. So far it has acquired and delivered 10,500 KN95 masks to the Department of Health Services in the State of Wisconsin. It also has procured **30,000 KN95 masks, 2,000 Face Shields, 40,000 Surgical Masks and 6,000 Personal Protective Gowns** from international markets.

The Center for Community Stewardship is a non-profit organization that specializes in providing fiscal sponsorship to enable swift start-up of mission-based charitable projects. Fiscal sponsorship is an alternative to starting a nonprofit that allows projects to seek grants and solicit tax-deductible donations under C4CS's exempt status, while C4CS provides accounting, tax services, and other administrative services. Its board has stepped up to support the initiative by fast-tracking the initiative and minimizing fees.

“Time is of the essence. We urge all Wisconsinites to take action to support the PPE for Wisconsin fundraiser by donating to the cause and spreading the word.” Says Lisa Dugdale, Executive Director of the Center for Community Stewardship. “No amount is too small and donations are fully tax deductible.”

For those who want to make a check donation, please make your check payable to Center for Community Stewardship. Memo Line: PPE for Wisconsin. Mail or drop off at: 116 N. Few St. Ste 3., Madison, WI 53703. Phone Number: 608-620-4266 Email: info@community-stewardship.org Visit [PPE for Wisconsin's GoFundMe Page](#) for more information.

About Fenrici Brands

Fenrici Brands is a Wisconsin-based eCommerce company that manufactures and markets backpacks, lunch bags, thermos, and other lifestyle products. Facing the global pandemic, Fenrici Brands has decided to focus on bringing PPE to State of Wisconsin, its home state and beyond.

About the Center for Community Stewardship

The Center for Community Stewardship (C4CS) provides facilitation training and support as well as fiscal sponsorship services to over 45 organizations. Their tagline is “Making it Easier to Make a Difference” and they believe in supporting people and organizations stepping up to make a positive difference in their community.

For More Info

Visit [GoFundMe Charity Campaign Page](#)

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