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**alternew's Announces NYC New Face Mask Initiative**

**The Urgent Need for PPE Masks for Healthcare Workers has Changed the Mission of alternew**

[New York, New York, March 26, 2020] Newly launched alternew, a startup alteration matching business, with a focus on changing the way we purchase clothing, has identified a greater momentary need. The call for help to provide PPE for the Healthcare workers on the front lines, has launched a new initiative for alternew. Coronavirus (COVID-19) has been infecting people throughout the world. To date, NYC has been the hardest hit, 385 deaths and 37,258 confirmed cases in New York State. Healthcare workers and first responders are at high risk of exposure that can be avoided by having Personal Protective Equipment (PPE), especially proper masks. alternew's tailors and seamstresses are ready to sew masks for healthcare workers. alternew has created a GoFundMe page and enlisting 100 plus sewers to answer the immediate need of creating masks to send to healthcare workers.

alternew enlisted the help of Isabel Varela, Leigh Wallace, and Lauren Bonner to bring this project to fruition. “We can all do our part to help one another in these uncertain times. I am proud to be part of this initiative and we must continue to use our talents to create a sustainable community,” [Isabel Varela,](http://www.isabelvarela.com/) Sustainable Activist & Master Tailor. Leigh Wallace, Real Estate Agent and Sustainability Entrepreneur stated, "One silver lining of such a horrendous situation is to see selfless acts of kindness and strength among strangers."

Since alternew launched the GoFundme page, they have had an incredible outpouring of support and an EXTRAORDINARY response to the call for materials and sewing technicians, as well as hospital staff and caregivers' requests with IMMEDIATE needs. "We realized we have no time to waste, and by raising funds, we can use the business model in a meaningful way.”, stated Nancy Rhodes, President and Founder of alternew. If anyone is interested in supporting our [GoFundme](https://www.gofundme.com/manage/nyc-face-masks-initiative) click here [https://alternew.com/nyc-face-masks-initiative](https://www.gofundme.com/manage/nyc-face-masks-initiative). If you are interested in sewing or donating materials, please reach out to Nancy Rhodes, President and Founder of alternew at [nancy@alternew.com](mailto:nancy@alternew.com).

**About alternew**

alternew believes the fashion industry has to change, and we're working to do that. Our mission is to improve the way alterations are done to make them more convenient and body-affirming. The goal is to extend the life of the garments you own, improve their fit, and make simple updates to keep those clothes

on-trend (even as trends change), then we can reduce 80 pounds of clothing the average American throws away each year. Clothes are mass-produced; bodies are not. Visit us at [www.alternew.com](http://www.alternew.com) to learn more.