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KAROUSEL BOUTIQUE SET TO OPEN IN ALAMEDA

*Boutique to feature products and services from Women's Initiative graduates,
as well as benefit the Bay Area nonprofit*

November 15, 2010, (San Francisco, Calif): The Karousel Boutique and Creativity Center, featuring a revolving collection of Women's Initiative graduate products and services, is set to open at 1523 Webster Street in Alameda on November 18, 2010. The store will be open from 10 am – 6 pm, Tuesday – Saturday. Ten percent of all sales from the boutique will be donated to Women's Initiative, a Bay Area nonprofit which provides training, funding and ongoing support to low-income women so they can start their own businesses and become economically self sufficient

Karousel Boutique is the inspiration of Women's Initiative graduate Susan Grant .With help and encouragement from Women's Initiative, Grant reached out to leaders of the City of Alameda to start the boutique. City representatives understood the potential impact and value that Grant's gallery would have for the city's up-and-coming Webster Street shopping district, and helped her secure a space and negotiate a lease.

The Boutique will feature products and services from Women's initiative graduates at the front of the 2700 square foot store, and the back of the space will host a classroom and community center where Women's Initiative graduates will offer a variety of classes, ranging from jewelry making to website design, to the community.

Karousel Boutique will be open Thursdays – Sunday through the holidays, with graduate business 'trunk shows' rotating weekly. After January 1st, the boutique will operate as a more traditional shop, with a central cash register and featured Women's Initiative graduate businesses rotating quarterly. "This boutique has many positive contributions for the community, from providing exposure to Women's Initiative businesses to helping drive traffic to the Alameda's Webster Street shopping district," Grant said. "It's also a great way to give back to Women's Initiative, the organization that has been instrumental in helping me and many, many other women start their businesses."

"This boutique will serve as an incubator space for many of our graduates," said Julie Abrams, CEO of Women's Initiative. "It's an exciting concept that will help our graduates grow their businesses, increase their income and create jobs for others." Grant plans to have everyone involved in the Boutique be a Women's Initiative graduate. She currently has one part-time employee at the Boutique, who is a Women's Initiative graduate. In addition, the bookkeeper and website designer are Women's Initiative graduates.

On December 9th, Karousel Boutique will be hosting a fashion show from 6-8:30 pm featuring Women's Initiative graduate fashion, jewelry and accessory designers.

For more information about Karousel Boutique call 510-599-6676.