

# Saving The World, One T-Shirt At A Time

Consumers help make a difference with (RED).

by Rachel Kuhnle

Concordia freshman Andy Buechler's wardrobe has always been up to speed with the latest Hollywood trends.

"I like to dress well—it's called being awesome," Buechler mused.

The latest craze and assault on Buechler's wallet, however, is capable of doing much more than merely covering his nipples. Gap distributed (PRODUCT) RED, in the form of t-shirts, hoodies, and other apparel, just might save the world!

The (RED) organization was created by Bono, U2 front man and activist, and Bobby Shriver, Chairman of DATA—an organization dedicated to

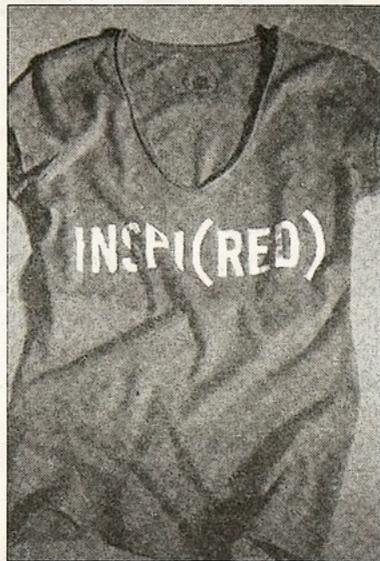


image from gap.com

spreading awareness of the crises plaguing Africa. Their purpose is to raise capital for The Global Fund, an organization dedicated to helping fight AIDS, Tuberculosis, and Malaria in Africa, through the sale of (PRODUCT) RED merchandise. Gap jumped on board releasing their first collection of (RED) last October.

Other companies selling (RED) products include American Express, Apple Inc., Converse, Motorola, and Giorgio Armani.

While researching (PRODUCT) RED, this young brash reporter was suspicious of foul play. Unlike Buechler, I don't much care for U2 or any other celebrity for that matter. And celebrities love (RED). On board

are big shots like Will Smith, Jamie Foxx, Penelope Cruz, and even Steven Spielberg. But just how much money is actually going to the people of Africa?

Joinred.com provided me with answers. From sales of GAP (PRODUCT) RED merchandise, including t-shirts, hoodies, jeans, and tote bags, 50 percent of the gross total margin goes to the Global Fund. For every sale of the Motorola (PRODUCT) RED phones, \$17 is donated. For every iPod nano (PRODUCT) RED sold, Apple contributes \$10 from your purchase price. Giorgio Armani is contributing 40 percent of its gross profit margin sales of all Emporio Armani (RED) products. Chuck Taylor also joined the phenomenon donating 15 percent of the net retail sales of the Make Mine Red shoe.

An initial reaction to these figures could be...that's it? These are some huge companies! This is GAP, Armani, and U2. U2's latest tour grossed \$130 million. But that's nothing. Giorgio Armani's net worth is estimated to be \$4.5 billion!

Since its beginning, (PRODUCT) RED has raised \$11,303,926 for The Global Fund. And Armani and Bono

keep getting richer.

(PRODUCT) RED...it's a hell of a marketing device.

But does that really matter? (RED) offers a chance for consumers to make a difference. And this is, after all, capitalism. There always runs the chance of the fat getting fatter. And consumers will keep on consuming, no matter what.

(RED), after all, isn't claiming to be anything they're not. As stated on the joinred.com website, "(RED) is not a charity. It is simply a business model. You buy (RED) stuff over non-(RED). We get the money. [We] buy the pills and distribute them."

Buechler is faithful to (RED). "We are cynical people who only expect the worst out of the people with money. People complain that these companies don't do anything to help, but when they do, it's not enough. (PRODUCT) Red is one of those little efforts you hear about that will, hopefully, encourage buyers and cynics alike to do more for the cause."

# The Oscar Should Go To

by Tim Sailer

Now that we have to walk across the frozen tundra of Concordia and our cars won't start, we're definitely in the thick of the season of winter. One thing on our minds after a long week of class is putting on the slippers, diving amongst blankets and pillows and catching a movie. It is Oscar season after all.

On Sunday, February 25, the 79th Annual Academy Awards will air at 7p.m. standard central time on ABC. There, stars will promenade on the red carpet in anticipation of the announcement on the best films in the past year.

The following is commentary provided by the Eberts and Roeperts of the Concordia campus on a few of the nominated films. It is strictly opinion. Disagree with us? You can submit your opinions to *The Sword*. We'd love to hear what you have to say. You can also choose the winners on the ballot provided by [www.oscar.com](http://www.oscar.com).

"Little Miss Sunshine" was nominated for Best Picture, Best Original Screenplay, Best Supporting Actor and Actress categories.

I'm not sure if it will win best picture, but it is a hilarious and poignant film. Sophomore Shelly Schwalm

agrees. "It is phenomenal. I would be up for any actors getting an award," said Schwalm.

It was Steve Carell's best performance on the screen. Unfortunately, he wasn't nominated for any awards. However, "Little Miss Sunshine" herself, Abigail Breslin, could snatch the best supporting actress award. This girl is only ten years old, and she was able to provide a knock-out performance.

Best Animated Feature nominees are "Cars," "Monster House" and "Happy Feet."

It seems as though more students have actually seen these nominated films and have something to say about it.

Freshman Andy Dawkins believes that "Happy Feet" isn't as deserving of the award. "It had more of a political agenda than anything else. But I did enjoy the dancing and singing," said Dawkins.

Alumni Relations director Sarah Erkinen believes the Pixar film "Cars" is the only one that deserves this award. "Happy Feet and 'Monster House' have no business being in the same category as 'Cars,'" said Erkinen. She also explains that Pixar film is entirely animation while the other two films relied on motion capture.

"Happy Feet" and "Monster House" are not able "to hold a candle to the sophistication and art direction utilized in 'Cars,'" said Erkinen.

Pan's Labyrinth was nominated for best Art Direction, Cinematography, Foreign Language Film, Makeup Achievement, Original Score and Original Screenplay.

"May I say that 'Pan's Labyrinth' is amazing?" said senior Rebekah Herrickson. "It was like a dark fairy tale for big kids."

The movie is stunning. It's a captivating visual and audio masterpiece of the highest quality. "Pan's Labyrinth" is a haunting tale of fantasy and fascism and should've been given the nomination for best picture.

It is one of the leaders in nominations with a total of six, trailing just behind "Babel" (with seven) and "Dreamgirls" (eight total nominations).

The film is still in theatres, and I believe if there is one you should see before the Academy Awards, it's "Pan's Labyrinth."

## Other Nominations

### BEST PICTURE

"Babel"  
"The Departed"  
"Letters from Iwo Jima"  
"Little Miss Sunshine"  
"The Queen"

### BEST ACTOR

Leonardo DiCaprio in "Blood Diamond"  
Ryan Gosling in "Half Nelson"  
Peter O'Toole in "Venus"  
Will Smith in "The Pursuit of Happyness"  
Forest Whitaker in "The Last King of Scotland"

### BEST ACTRESS

Penelope Cruz in "Volver"  
Judi Dench in "Notes on a Scandal"  
Helen Mirren in "The Queen"  
Meryl Streep in "The Devil Wears Prada"  
Kate Winslet in "Little Children"

### CINEMATOGRAPHY

"The Black Dahlia" Vilmos Zsigmond  
"Children of Men" Emmanuel Lubezki  
"The Illusionist" Dick Pope  
"Pan's Labyrinth" Guillermo Navarro  
"The Prestige" Wally Pfister