

Contact: Rob Wyse
212.920.1470
rob@mediafirstpr.com

Turkish Women's International Network Makes Groundbreaking Connection: MAYA becomes Kiva.org's First Local Partner in Turkey.

New York, September 8, 2011/PR Newswire—Turkish Women's International Network (www.TurkishWIN.com) announced the first TurkishWIN connection: MAYA, the microcredit subsidiary of the Foundation for the Support of Women's Work (FSWW), became the first local partner of Kiva.org in Turkey.

TurkishWIN is the first global member network empowering women with cultural, family or professional ties to Turkey. One of TurkishWIN's key missions is to bridge ideas and resources between the Diaspora and Turkey.

"When I attended TEDGlobal last year, I met one of the co-founders of Kiva.org and quickly realized that Kiva.org did not have a local partner in Turkey. Our team saw this as an opportunity to empower Turkish women who want to run their own businesses and to support the local economy." said Melek Pulatkonak, Founder and Curator of the TurkishWIN. The TurkishWIN team identified MAYA as a potential local KIVA partner, approached the MAYA team, made the introduction to Kiva.org and shadowed the approval process.

MAYA is the first microcredit program of Turkey and provides credit to women to start or improve their small businesses. Until now, MAYA distributed more than 10,000 loans. As a local field partner of Kiva.org, MAYA will now have access to a new, online fundraising platform to access low-cost debt financing from social investors via the Internet. Furthermore, MAYA will be able to participate in Kiva.org's partner programs as a local partner in Turkey.

"We are tremendously excited by our new partnership with MAYA," said Premal Shah, President of Kiva.org. "We're also very thankful to Melek Pulatkonak and TurkishWIN. TurkishWIN has helped make this partnership happen, starting with an introduction to MAYA and continuing all the way to help with the due diligence process. As a result, Kiva is excited to be able to allow its lending community the option to invest in Turkey through MAYA's entrepreneurs."

Kiva.org is the world's first personal micro-lending website, empowering individuals to lend to an entrepreneur across the globe. Over 598,000 people have loaned more than \$226 million to 586,000 entrepreneurs in 59 countries. MAYA is Kiva.org's first field partner in Turkey, bringing KIVA.org's reach to 60 countries and 135 field partners in total.

"We are thrilled to tap into TurkishWIN's human capital and are already working on our next connection," said Sengul Akcar, Founder & CEO of FSWW. "We need access to human capital as much as capital. TurkishWIN is filling this important gap," she added.

"Our members, TurkishWINners, are now working on three connections in education and entrepreneurship fields- all WIN-WIN stories. We are investing in the future," said Melek Pulatkonak.

MAYA's borrower profiles can be viewed on the Kiva website, www.kiva.org.

ABOUT

Foundation for the Support of Women's Work (FSWW), established in 1986, is a non-profit, non-governmental organization. It aims to support low income women groups to improve the quality of their lives and their communities and their leadership.

MAYA was established by FSWW as the first microcredit program of Turkey. MAYA provides credit to women to start or improve their small businesses, till now distributed more than 10,000 loans.

Kiva.org is the world's first personal micro-lending website, empowering individuals to lend to an entrepreneur across the globe. Founded in 2005, Kiva.org's mission is to connect people, through lending, to alleviate poverty. Over 598,000 people have loaned more than \$226 million to 586,000 entrepreneurs in 59 countries. Kiva.org is headquartered in San Francisco.

Turkish Women's International Network (TurkishWIN) is the first global member network empowering women with cultural, family or professional ties to Turkey. Our members are dispersed from east to west; and left to right brains. But, our mission is to share knowledge, successes, and ideas that unleash and empower Turkish women's cultural contributions, business acumen, and change-maker attitude to enrich the globe. In doing so, we build and realize the power of Turkish women's human capital. Our initial programming and services include breakthrough lectures, a mentoring program, online networking tools and TurkishWIN connections to bridge ideas and resources between the Diaspora and Turkey. Initial local chapters are based in New York and Istanbul. For more information, please visit <http://turkishwin.com>