

## Diva International announces partnership with Black Women's Blueprint to reach communities in Brooklyn, New York

*The company's social impact program DivaCares will donate products, financial support, and menstrual health education resources to Black Women's Blueprint, and their important 'The Sistas Van' project.*



*A volunteer working with 'The Sistas Van', a milestone community-focused initiative of **Black Women's Blueprint**, which has been high-in-demand since the beginning of the pandemic. Image courtesy of Black Women's Blueprint.*

July 16, 2020 (Kitchener, ONT) — Following a successful and fruitful one-year pilot program Diva International Inc. (Diva), makers of the [DivaCup](#), announce their partnership with [Black Women's Blueprint](#) via [DivaCares](#), Diva International Inc.'s social impact program. This partnership supports **Black Women's Blueprint's** flagship program 'The Sistas Van', to which **DivaCares** will be supplying 1,200 DivaCups over the next year. **DivaCares** will also be investing a further \$5,000 to Black Women's Blueprint, totaling Diva's donation value at over \$50,000. This financial and product backing goes toward aiding the organization in continuing their important community-focused work in Brooklyn and their growth across New York City.

"Our current strategies are aimed at creating a world free of violence, prevention, and intervention of sexual violence and disrupting rape culture," says Nyasa Hendrix, manager of training and community relations at Black Women's Blueprint. "Our strategies are Black feminist interventions that link truth,

justice, healing and reconciliation, in a world that overlooks the hopes, dreams and radical imaginations of Black women. It is a wonderful opportunity to be able to provide DivaCups for folx who might not be able to purchase or have access otherwise.”

**Black Women’s Blueprint** was launched in 2008 in the homes of Black women in Brooklyn who knew they needed to design their own blueprint for change that equally reflected and benefited them. Nine years later, the group became an official organization, led by survivors while 100% Black female run. Black Women’s Blueprint approached Diva International for partnership in 2018, shortly after ‘The Sistas Van’ was actualized following a Truth and Reconciliation Commission in NYC in 2016. Both Black Women’s Blueprint and ‘The Sistas Van’ continue to be a trauma-informed and survivor-centered healing unit.

“Black Women’s Blueprint reflects many of the values we hold here at DivaCares and Diva International,” says CEO and co-founder Carinne Chambers-Saini of the partnership. “We are honored to be working with an inspiring team of community builders who are fearless and dedicated in their approach to healing and accessibility.”

Lack of access to menstrual care products is a barrier that many people face across North America. This barrier disproportionately affects “*homeless, low-income, and marginalized women*” ([Canadian Public Health Association](#), 2019). Equipping ‘*The Sistas Van*’ with DivaCups while providing financial support for **Black Women’s Blueprint** will aid the organization in achieving their goal of outfitting the van to meet the needs of the people they serve.

Find out more about this partnership [here](#).

*DivaCares is also releasing its 2019/2020 Impact Report, an early copy is available [here](#).*

### **About Diva International**

Established in 2001, Diva’s founders, Francine Chambers and her daughter, Carinne Chambers-Saini, have become disruptors in the menstrual care industry, passionately following their dream to create a menstrual cup, a healthy and effective alternative to disposables. Their product, the DivaCup, is an easy-to-use, cost-effective, and eco-friendly alternative to disposable tampons and pads, offering up to 12 hours of leak-free protection. Diva is also passionately committed to its social impact program, DivaCares. Its mission is to establish meaningful partnerships globally to address issues of accessibility, menstrual equity, and education. As Diva believes that menstruation should be a fact of life, not life-limiting, the company is passionately committed to breaking taboos surrounding menstruation worldwide. For more information, please visit [divacares.com](http://divacares.com).

### **About Black Women’s Blueprint (BWB)**

**Black Women’s Blueprint (BWB)** is a transnational Black feminist organization which celebrates and seizes the opportunities of the African diaspora, all while mourning of the violent conditions that created it. Black Women’s Blueprint (BWB) works to place Black women and girls’ lives, as well as their particular struggles, squarely within the context of the larger racial justice concerns of Black communities. Black Women’s Blueprint (BWB) is committed to building movements where gender matters in broader social justice organizing so that all members of our communities gain social, political and economic equity. Black Women’s Blueprint (BWB) engages in progressive research, historical

documentation, policy advocacy and organizing steeped in the struggles of Black women within their diverse communities and within dominant culture. For more information, please visit [www.blackwomensblueprint.org](http://www.blackwomensblueprint.org).

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LinkedIn: [linkedin.com/DivaInternational](https://www.linkedin.com/DivaInternational)

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**Carinne Chambers-Saini is available for interview upon request**

**Sevonna Brown, Associate Executive Director of Black Women's Blueprint is available for interview upon request.**

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Canadian Public Health Association. (2019, June 25). *Period Poverty in Canada and around the Globe*. Retrieved: <https://www.cpha.ca/period-poverty-canada-and-around-globe>