



**FOR IMMEDIATE RELEASE**

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## **Swiss flying in a photography team for a 3-day photoshoot featuring the Eli Seeder**

BROOKLYN, NEW YORK, November 2016 - Brooklyn Bridge to Cambodia (BB2C) a 501(3)(c) organization is pleased to report that the Swisscontact organization is featuring the Eli Seeder as a solution to outdated rice farming methods. The Swiss are shining a spotlight on the struggling

Cambodian rice industry and on BB2C's agricultural innovations. BB2C is changing the way rice is farmed in Cambodia and beyond. We do this by delivering profit-making, labor saving innovative technology.



As part of their mission in Cambodia Swisscontact is looking to partner with local organizations that have a positive impact on farmers and generate growth. BB2C is in discussion with Swisscontact.

Brooklyn Bridge to Cambodia, in its own name, recognizes the connections between people all over the world. BB2C is a social enterprise that partners with the poorest farmers, the majority of whom are women.

We embed ourselves in the communities we work with to understand the farmer's situation and provide solutions borne out of participation. This approach allows us to provide cutting edge products that improves the lives of farmers and helps break the trappings of generational poverty.

We listen, learn, educate. We invest, employ and nurture local talent, build the capacity of our local manufacturing partners, harnessing their knowledge to find practical solutions to the challenges the farmers face.

We respect and admire farmers and we believe we can help empower them in their economic development. We believe in Cambodian ingenuity; we believe in their resourcefulness.

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*Brooklyn Bridge to Cambodia*