

PRESS RELEASE

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BROOKLYN ARTISTS DESIGN GUITAR STRAP TO BE GIVEN AWAY FREE TO THOSE WHO DONATE TO SUPPORT BLACK LIVES MATTER CAUSES

This is a critically important time for our nation and the world. We are heartbroken, angry, and hurt over the injustices and prejudices towards the black community.

"This affects every human being, regardless of race, and we have a responsibility to ourselves and others to be better," said Crystal Morris, Gator Founder and CEO. "Gator is committed to being part of the change. We do not want to sit on the sidelines as observers. We want to use our voice to spark conversations that lead to change. We all have a choice. Let's choose to rise together."

With this mission, Gator partnered with artists, Beatriz and Bianca Williams, to create a unique strap that will be given away with donations to organizations leading the charge. The goal is to raise money and awareness for these organizations' missions and create a strap as a conversation piece for musicians to wear and drive dialogue with.

Starting today, for every donation over \$25 that is made to NAACP Legal and Defense Fund, Center for Economic Inclusion, ACLU, Equal Justice Initiative or Color of Change, Gator will give a free, special-edition Levy's guitar strap.

"The design of the strap represents our nation and the values we should live by – justice, respect, kindness, peace, unity, equality, and love for all, no matter the color of your skin." said artists Beatriz and Bianca Williams. "It provides an abstract view of a deconstructed flag, demonstrating how our nation is pulled apart by racism. The inspirational words on the back highlight the values and actions that will bring our nation together in solidarity and strength."

How to be a part of the change and receive your free strap - 2 simple steps:

1. Donate to NAACP Legal and Defense Fund, Center for Economic Inclusion, ACLU, Equal Justice Initiative or Color of Change
2. Complete short order form with contact details and donation receipt at [https:// www.levysleathers.com/unity-strap/](https://www.levysleathers.com/unity-strap/)

Afterwards, Gator will ship your special-edition Levy's strap to you for free.

To donate and for more information on advocacy and education organizations:

- <https://www.centerforeconomicinclusion.org>
- <https://www.naacpldf.org/>
- <https://www.aclu.org/>
- <https://colorofchange.org/>
- <https://eji.org/>

Restrictions:

- Strap not available for sale
- Currently available only in the US
- While supplies last

Gator Co.

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