Beat: Business

REBBL WITH A CAUSE: NEW SHORTFILM Sheds LIGHT ON ONE MISSION DRIVEN BUSINESS

REVITAILIZING COMMUNITIES

PARIS - EMERYVILLE, 24.08.2019, 07:15 Time

USPA NEWS - Since its founding, REBBL, the plant-based beverage brand, has been on a mission to leverage business as a force for good, with a focus on eradicating the root causes of human trafficking and helping fight climate change through ethical impact sourcing. Their new short film, REBBL With a Cause, taps the narration talents of actor, activist and REBBL Collective member Ruby Rose to reveal the positive influence that thoughtful purchasing decisions can make on an individual, community, and global level.

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The film follows a dedicated team from REBBL and anti-human trafficking nonprofit Not for Sale as they visit an indigenous community in the Peruvian Amazon to trace the global supply chain of a single ingredient“”the mighty Brazil Nut“” the hero ingredient in REBBL's Banana Nut Protein beverage. The story also delves into REBBL's origin story as a for-profit company born from their nonprofit partner, Not for Sale. The company was created as a vehicle to help fight the linked issues of human trafficking and climate change around the world with the goal of inspiring others to use business as a source for good.

"REBBL has always had a powerful story to share, from our Not For Sale roots to our ingredients and overall mission," says Rusti Porter, SVP of Marketing for REBBL. "Having the opportunity to see first-hand the change we have helped support in communities in the Peruvian Amazon through our impact sourcing was such a powerful experience for our whole team and has further inspired us to continue the work we are doing. We are thrilled to share this story, and hope it inspires and ignites greater social change and awareness for the cause."

Ruby Rose's involvement with REBBL expands beyond lending her star power to this film. "From the first moment I learned about REBBL and Not For Sale, I knew I had to do more and support their incredible mission," says the "Batwoman" star, who joined REBBL as an investor and partner in 2018. "I wanted to do more; I wanted to educate others about this issue: modern-day slavery affects over 45 million people today! I want to inspire others to take action and fight against human trafficking. REBBL with a Cause is a powerful platform that empowers people to do so, beginning with the purchases we make on a daily basis. I am honored to be involved with this project and to lend my voice to these communities."

REBBL, a certified B-Corp, is more than a company with a mission, they are a company created of the mission, which is celebrated in this short film. While the documentary highlights just one community, REBBL's impact expands far beyond. To date, they have donated more than $1 million to Not for Sale and impact sources over 70 ingredients from 30 countries worldwide. To learn more about REBBL and their work and view REBBL With a Cause, visit www.rebbl.co.

Source : REBBL

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Article online:
https://www.uspa24.com/bericht-15850/rebbl-with-a-cause-new-shortfilm-sheds-light-on-one-mission-driven-business.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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