



Headline:

Fashion mogul and KFC heiress pledges to raise \$1,000,000 to support LGBTQ+ community amidst COVID-19 pandemic

Hook:

Celebrity lingerie designer and KFC heiress, Kaila Methven has pledged to raise USD \$1,000,000 for those affected by the Covid-19 pandemic in the LGBTQ+ community by creating jobs through her newly-launched, PLUR Association.

Background:

Co-inciding with the globally-celebrated Pride Month, the LGBTQ+ activist is aiming to support the LGBTQ+ community through her charity, PLUR Association, which provides an environment of safety and recovery specifically for the LGBTQ+ community and domestic violence survivors by assisting to create employment, and a productive environment to gain financial stability.

Quotes:

"The Independent Contractor Program primarily assists the unemployed and disenfranchised members of the LGBTQ+ community, the domestic violence survivor community of both men and women, and the sober living community," said Kaila.

"I want to raise money through sales of my new festival lingerie line, Special K, among other means to help as many people as possible," said Kaila.

"I want my contribution to the world to be the soldier spreading the message and true meaning of PLUR. I aim to use my voice as a philanthropist, it's my dream to make a difference in the world. This is the beginning of days, we all unite globally as human beings"

Issue:

Supporting the LGBTQ+ community and domestic violence survivors affected by the COVID-19 pandemic by creating jobs and providing financial stability through PLUR Association.



Details:

- *PLUR stands for "Peace Love Unity Respect."*
- *PLUR Association's goal is to promote respect, diversity, inclusion, equality, and unity for people of all gender identities and sexualities in the workplace.*
- *PLUR's Independent Contractor Sales Agent Program offers flexible hours and the ability to work independently and remotely.*
- *A percentage of the program's proceeds will be donated to the community.*

Focus:

Kaila Methven's commitment to supporting the LGBTQ+ community and domestic violence survivors through PLUR Association by creating job opportunities and financial stability.

Further Background:

- *At 16 years old, Kaila interned at her first Paris fashion show and later earned a Master's Degree from the International Fashion Academy in Paris. She completed advanced training at Polimoda in Florence.*
- *Kaila's couture lingerie label, Madame Methven, has been worn by high-profile celebrities.*

Direction:

The direction is to raise awareness and funds for the LGBTQ+ community and domestic violence survivors through the PLUR Association, primarily using Madame Methven's fashion line, Special K.

Call to action:

Follow Madame Methven on social media and visit the website for more information:

Contact:

- *Business Name: MadameMethven*
- *Facebook: www.facebook.com/MadameMethven*
- *Instagram: www.instagram.com/madamemethven*
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Fashion mogul and KFC heiress pledges to raise \$1,000,000 to support LGBTIQ+ community amidst COVID-19 pandemic

Celebrity lingerie designer and KFC heiress, Kaila Methven has pledged to raise USD \$1,000,000 for those affected by the Covid-19 pandemic in the LGBTIQ+ community by creating jobs through her newly-launched, PLUR Association.

Co-inciding with the globally-celebrated Pride Month, the LGBTIQ+ activist is aiming to support the LGBTQ+ community through her charity, PLUR Association, which provides an environment of safety and recovery specifically for the LGBTIQ+ community and domestic violence survivors by assisting to create employment, and a productive environment to gain financial stability.

An acronym for “Peace Love Unity Respect”, ‘PLUR’ was popularised by New York City techno figureheads, Frankie Bones and Adam X in the '90s. The goal of PLUR Association is to acknowledge each of the four ‘PLUR’ values by fostering recognition of the need for respect, diversity, inclusion, equality and unity for people of all gender identities and sexualities in the workplace.

Kaila's aim is for PLUR Association to provide these groups with a professional venue to find employment, rebuild their lives in a healthy and productive environment, and gain financial freedom and stability.

By utilising Madame Methven's cutting-edge fashion and accessories line as the means to create jobs, PLUR's Independent Contractor Sales Agent Program will include flexible hours and a design that allows its participants to work independently and remotely.

“The Independent Contractor Program primarily assists the unemployed and disenfranchised members of the LGBTIQ+ community, the domestic violence survivor community of both men and women, and the sober living community,” said Kaila.



In addition to offering the community assistance with securing employment in the lucrative fashion industry, a percentage of the program's proceeds will be donated.

"I want to raise money through sales of my new festival lingerie line, Special K, among other means to help as many people as possible," said Kaila.

"I want my contribution to the world to be the soldier spreading the message and true meaning of PLUR.

"I aim to use my voice as a philanthropist, it's my dream to make a difference in the world.

"This is the beginning of days, we all unite globally as human beings"

When asked what her motivations are, Kaila responded: "art inspires me... love inspires me... so does sensuality and passion."

At a mere 16 years of age, Kaila interned at her first Paris fashion show and went on to earn a Master's Degree from the International Fashion Academy in Paris. She completed advanced training at Polimoda in Florence.

Through her highly-acclaimed couture lingerie label, Madame Methven, Kaila has dressed some of the world's highest-profile celebrities including Demi Lovato, Katherine McPhee, stars of The Real Housewives of Beverly Hills, Abigail Ratchford and more.

Kaila is an heiress to the KFC fortune after her maternal grandfather, Stanley Methven, founded a company, Rainbow Chicken Unlimited, in 1960 - which in the 1980's acquired Kentucky Fried Chicken.

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Website: www.madamemethven.com



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