

# Charity it ain't

Red is not a charity. Rather, it's a brand created by a for-profit company called



Persuaders, which oversees agreements with six major brands (Gap, Apple, Converse, Motorola, American Express and Emporio Armani), according to Julie Cordua, VP-marketing. In exchange for use of the Red brand and the luster of Bono's stardom, brands pay an annual licensing fee and agree to contribute a percentage of profits from Red-branded products.