

Press Release

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For Immediate Release



TWIN BROTHERS LAUNCH MASS POLITICAL YOUTH MOVEMENT AS ANTIDOTE TO REGRESSIVE RHETORIC OF CORBYN & BRAND.

Business pioneers call on young people to forget politics of anger, and join them in forging a new Britain built on a manifesto of hope and aspiration.

Identical brothers, Kit and Sam Wallen Russell, inventors of the world's first ever 100% natural face wash, have responded to the crisis of youth disengagement in UK politics by publishing their 'Liberal Awakening' manifesto laying out the new movement's radical policies.

Inspired by the total failure of the 'Ruling Class', it places values of individual empowerment at its core. The movement's aim is to transform the decimated Liberal Democrat party into a party of government by 2025.

Recent UCL Geophysics Masters graduate Kit says:

"Youth apathy is a myth. In reality, young people are far more socially engaged than 20 years ago, yet there is huge discontent bubbling beneath the surface. So-called youth spokespeople such as Russell Brand, and even Jeremy Corbyn, form a landscape dominated by fear, anger and envy, and offer no positive system for change."

The manifesto is a direct riposte to this negativity, offering young people real solutions and above all a sense of excitement and hope about a future of equal opportunity for all.

Controversially they decided to use the political movement to spearhead the campaigning and charitable arm of their company, JooMo Ltd. Detractors have claimed that businesses should stay apolitical. Recent 'Nuclear Astrophysics' Masters graduate Sam disagrees:

“For too long now companies have kept their distance from the society they profit from: we believe that benefiting from society while taking a hands off approach to shaping its social, ethical and political direction has led to much of the distaste we see towards the capitalist system.”

JooMo Ltd. represents a new breed of values based companies – a campaigning capitalist business with a democratically based co-operative shareholding. The brothers, not content just with solving the skin problems of generations of young people, want to positively shape their future too.

- ENDS -

Notes to Editors

For more information please Email Linda Russell: info@JooMo.coop

JooMo Ltd

Motivated by the scandal of the developed world's skin health crisis with a 500% increase in childhood skin problems (eczema, allergies, acne, etc), JooMo have invented and developed the World's First Ever 100% Truly natural face wash. Appalled at the dishonesty of the so-called 'natural' cosmetics industry, Linda Russell, Nick Wallen and their twin sons Sam & Kit used this industry redefining technology to co-found Award Winning British success story JooMo Ltd.

www.JooMo.coop

JooMo Foundation

The Charitable wing of JooMo Ltd that sponsors and supports their values and beliefs.

The Liberal Awakening

...the Disestablishment of the Ruling Class

www.JooMo.org.uk