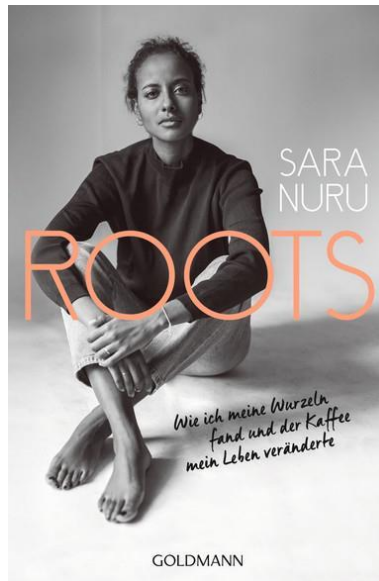


Top model, presenter and business-woman: Sara Nuru opens up a perspective for women in Ethiopia



Sara Nuru

roots

[ROOTS]

How I found my roots and how coffee changed my life

Goldmann Taschenbuch

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Sara Nuru, born in 1989, became a successful model and known to a wide public when she came first in the *Germany's Next Top Model* show. Sara is also active as an ambassador for the Menschen für Menschen charity. In 2017 she and her sister set up the food startup called *nuruCoffee* as well as *nuruWomen e.V.*, with which they help women in Ethiopia – their parents' home country and the country of origin of the coffee – to set up in business in order to safeguard their own livelihood.

At the age of 19, Sara Nuru was the first dark-skinned candidate to win Heidi Klum's *Germany's Next Top Model* casting show. Sara is grateful for the opportunities and her success, but after a few years the daughter of Ethiopian immigrants begins to question her path. The search for her roots leads her time and again to Ethiopia, where she works as an ambassador for the *Menschen für Menschen* charity. Through conversations with many strong women there, Sara also finds the courage to go her own way and free herself from the expectations of others.

Finally, together with her sister Sali, she founds a social business, *nuruCoffee*, and an organisation, *nuruWomen*. With micro-credits they enable Ethiopian women to lead a self-determined life, open up new perspectives in their home country, and can thus give back something of what their parents made possible for them in their new home in Germany.