

FOR IMMEDIATE RELEASE

Earth Creations® Offers Comfort with a Conscience in 2010 Spring/Summer Imprinted Sportswear Collection

Clay Dyes Add Eco-Safe Color to Sustainable Tees and More for Women, Men and Children

BESSEMER, AL (January 21, 2010) – Once again proving that comfy clothing, rich color and eye-catching designs don't have to be chemically-based, [Earth Creations](http://EarthCreations.com) introduces its spring/summer line of clay-dyed, sustainable imprinted sportswear. Featuring a colorful collection of organic cotton tees and tanks, the line brings bold prints and flattering fits to women, men and children's offerings.

"There's nothing more comforting than a favorite t-shirt, and even more reassuring is one that's made from all natural, eco-friendly materials," said Joy Maples, co-founder and vice president of sales and product development for Earth Creations. "Our spring and summer sportswear collection is ideal for those who make environmentally responsible choices, yet also value good-old-fashioned fun."

Available in multiple prints, colors and styles, the fresh new Earth Creations sportswear collection gets its bright designs and sunny shades, such as citrine, sunstone and celadon, from an ancient eco-safe clay-dyeing process that renders rich hues on the line's comfortable and casual pieces.

Women's Offerings



A reflection of her playful spring and summer style, Earth Creations delivers pretty florals and whimsical winged wonders on its women's t-shirt and tank offerings. The 100% organic cotton **Ladies Tee** gets a seasonal upgrade by way of a longer, flattering fit, and features standout print options, including the popular Sun and Moon, Dragonfly Globe and Birds (pictured) (MSRP: \$26).

For those who prefer a slimmer fit and more feminine neckline, the 100% organic cotton **Skinny Tee** is a sleek and stylish pick in cute designs such as Flower Garden and Peace Blossom (pictured) (MSRP: \$34).

Also available is the hemp and organic cotton **Scoop Neck**, a soft and durable tee that brings smiles in prints like Tree Pose and Sunrise (MSRP: \$36).

Additionally, Earth Creations offers organic cotton and hemp and organic cotton-blend **string-strap tanks**, perfect for yoga class or balmy days (MSRP: \$30-\$32). All women's tees and tanks are offered in S-XL sizes.



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Men's Offerings

Whether he's passionate about world peace, the planet or just playing in nature, the comfy 100% organic cotton **Short Sleeve Tee** from Earth Creations offers a style that's sure to reflect *his* personal style. Fun prints ranging from the funky Bob Marley-inspired One Love (pictured) to the bike lover's ReCycle show off his personality, and the Tees' soft and comfy design make them a go-to item for active pursuits or just everyday wear (MSRP: \$28). All men's tees are offered in S-XL sizes.

Children's Offerings

Parents can gain peace of mind about the clothing they're putting next to their little ones' skin when they choose the naturally pure clay-dyed tees and "snappies" from Earth Creations.



Toddler and Youth 100% organic cotton Tees feature fun, colorful animal prints coupled with important green messages, such as Owl Be Green and You Otter Recycle (MSRP: \$22), while hemp and organic cotton **Snappies** offer toddlers comfort and cute-as-a-button designs like Monkey Business and Bee Green (pictured) (MSRP: \$22).

Toddler and Youth Tees are offered in sizes 2T/3T-10, and Snappies are available in sizes 6-18 months.



The Earth Creations 2010 spring/summer imprinted sportswear collection will be available online and at retailers nationwide starting February 2010.

Since 1996, Earth Creations has manufactured high-quality, sustainable clothing for women, men and children. An unsuspecting bike ride during which one of the company founders ended up covered in red clay became the impetus for creating a clothing line that revived the ancient and eco-friendly practice of clay dyeing. The only company to offer a complete line of clay-dyed apparel, Earth Creations renders rich, beautiful eco-colors on sustainable and organic fabrics, including industrial hemp, organic cotton and bamboo. A women's casual wear line and an imprinted sportswear line are offered, and all items are either made or finished in the United States. Earth Creations clothing can be found at more than 600 retailers nationwide, from Whole Foods to Dillard's. To learn more about the company, locate a retailer or shop online, visit www.earthcreations.net.

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