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MEDIA ALERT

“OM” Dreaming of a Green Christmas: i'm eco friendlyTM and TRÛYOGA Studio Partner for Eco-Conscientious Holidays

*Open House Featuring Unique Gift Ideas To Be Held in Santa Monica
Saturday, November 15, 2008, 2pm- 4pm*

Two Los Angeles companies sharing a green vision— eco-accessories designer **i'm eco friendly**TM and **TRÛYOGA Studio** – join forces to get the holidays off to an environmentally correct start, offering shoppers sophisticated yet affordable alternatives to commercially produced goods that leave a heavy carbon-footprint.

On Saturday, November 15, 2008, **i'm eco friendly**TM will be joined by other green manufacturers and sponsors for a day-long launch party and shopping event held at the **TRÛYOGA Studio** in Santa Monica, California (2425 Colorado Blvd., #120 Santa Monica, CA 90404) to promote a well-rounded, non-toxic and healthy lifestyle. Shoppers are invited to an open house offering green-oriented goods and services between 2 p.m. and 4 p.m. Tote bags, created from certified organic cotton grown, processed and sewn in the USA, heads the list of holiday must-haves from **i'm eco friendly**TM.

Founder **Nikolette Orlandou** developed the versatile bags, which are dyed in earth-friendly pigments, to be presentation-ready without additional wrapping, thus reducing waste—and cost. Orlandou encourages shoppers to forgo holiday paper, bows, ribbons, tissue and tape altogether, instead placing other unwrapped presents inside one of the organic cotton totes as a reusable “gift-wrap,” which may then be enjoyed year-round. For instance, her “pomegranate”-patterned bag may be stuffed with ripe organic or candid fruits, her “guacamole”-patterned bag filled with gourmet goodies, her “wind-power” or “solar”-patterned bags could bear earth-friendly household cleaners and old-fashioned wooden clothespins for line-drying laundry.

“Everyone will feel an economic pinch this holiday season,” comments the LA-based entrepreneur. “But giving an environmentally conscious gift is a present on many levels. It’s a wake-up call. It’s a call to action. And it’s an invitation to get ‘energized’ and involved in taking care of our selves and the planet better.”

Orlandou founded her line of eco-accessories in Santa Monica, California in 2007. Unlike other designers and manufacturers who acquire low-cost organic goods in remote areas of the world, that then expend substantial fossil-fuel energy to get transported to the west,

Orlandou is committed to the concept she calls going “vertically green,” where every step of implementation is rigorously aligned with the company’s strictly green operating guidelines.

This corporate vision is matched by **TRÛYOGA**, part of TRIFIT CLUB & STUDIOS, one of the first entirely green yoga centers in terms of design, building construction, resources and energy-usage.

Green “Open House” featuring holiday gifts. Saturday, November 15, 2008 2 p.m. - 4 p.m. at **TRÛYOGA Studio**: 2425 Colorado Blvd., #120 Santa Monica, CA 90404 Tel: (310) 829-2420. Free Parking: Entrance on Colorado, just north/east of Cloverfield Avenue.

PRESS & VIP PREVIEW: noon - 2pm

About i’m eco friendly™

Headquartered in Santa Monica, California, **i’m eco friendly™** is an upscale eco-accessories brand offering reusable bags for stylish and conscientious consumers. The company is committed to operating “vertically green” (i.e. aggressively sourcing green vendors to fulfill its business needs in order to achieve a meaningful neutral carbon footprint, and thus magnifying its positive impact in society and our planet). For more information visit: www.imecofriendly.com

About TRÛYOGA

Part of TRIFIT CLUB & STUDIOS, **TRÛYOGA** is one of the first entirely "green" designed yoga centers. The studio was created as a place where physical and mental rejuvenation can occur, within the confines of an urban environment. It is for those that seek respite from their daily lives. The TRÛYOGA program blends the wisdom of the ancient yoga traditions with the contemporary advances in healthy lifestyle integration. www.truyogala.com

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