



FOR IMMEDIATE RELEASE

Contact:  
Emily Heintz  
ShopGreene.com  
310.809.5496  
[emily@shopgreene.com](mailto:emily@shopgreene.com)

SHOPGRENE, A STYLISH GUIDE TO GREEN, LAUNCHES ON EARTH DAY

*Fashionistas learn eco-style in the Weekly Grene*

April 22, 2008, Los Angeles, CA) – ShopGreene today announced the launch of an email newsletter for the eco-minded fashion set, the Weekly Grene. A stylish guide to all things green, ShopGreene focuses on the current eco-trend and how to navigate the complex world of environmentally friendly apparel and accessories.

Designed to help female shoppers make socially responsible choices, ShopGreene will cover a different topic each week. Whether educating readers on the different types of bamboo fabric or demonstrating how to recycle clothes for this season or offering suggestions on great portable shopping bags to carry in your purse for an emergency purchase, subscribers will learn how to create their own version of eco-style.

“ShopGreene is not just about buying new eco-friendly designers or promoting the latest ‘green’ product,” said Emily Heintz, President. “It will also get women thinking about HOW they shop and the small things they can do to be stylish AND green.”

Readers can sign up for a free subscription at [www.shopgreene.com](http://www.shopgreene.com) or by emailing [info@shopgreene.com](mailto:info@shopgreene.com). The official ShopGreene website will launch June 1<sup>st</sup> as an online resource to complement the weekly email blasts and will feature an eco-fashion dictionary, reviews of eco-boutiques and designers as well as a GreneGirl blog.

#### About ShopGreene

ShopGreene is a stylish guide to eco-fashion and sustainable style. ShopGreene is a stylish, eco-conscious guide to the fashion and design world. The concept of Grēne was born out of the desire to merge style with sustainability and the word Grēne is derived from the Old English origin of green. ShopGreene will challenge women’s viewpoints on shopping and educate them on eco-resources.

3355 Keystone Ave. Suite 4  
Los Angeles, CA 90034  
310.809.5496 • [info@shopgreene.com](mailto:info@shopgreene.com)  
[www.shopgreene.com](http://www.shopgreene.com)