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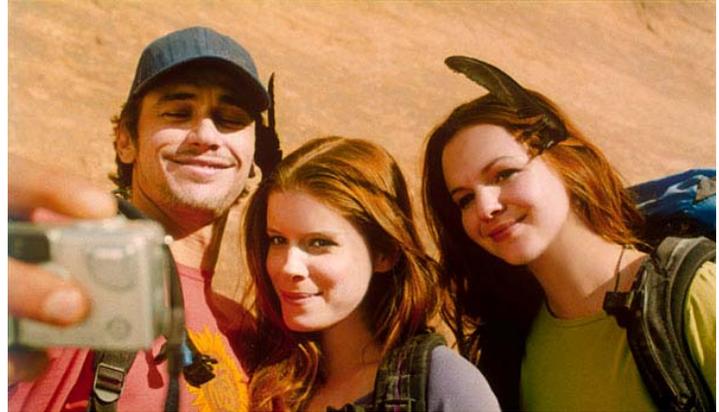
FOR IMMEDIATE RELEASE

Count Down to *127 Hours* Movie Premiere, Featuring Earth Creations' Clay-Dyed Clothing *New Film Starring James Franco Puts Spotlight on Organic Clothing in Outdoor, Active Setting*

BESSEMER, AL (November 2, 2010) – [Earth Creations'](http://www.earthcreations.net) organic, dirt-dyed clothing makes its Hollywood debut this Friday, November 5, 2010, in the premiere of Director **Danny Boyle's** (*Slumdog Millionaire*) latest film *127 Hours*. The highly-anticipated film reenacts the true story of climber Aron Ralston (played by **James Franco**) and his epic struggle to survive after getting his arm crushed and trapped under a fallen boulder.

Earth Creation's eco-conscious fabrics and dyes fit right in with the dramatic rusty, dusty hues of the movie's Moab, UT setting and with the active, outdoors lifestyle portrayed by actresses **Kate Mara** and **Amber Tamblyn**.

The women (sporting Earth Creations attire) are the last people Ralston encounters before his unbelievable five-day-long ordeal.



Watch *127 Hours* this Friday to see Earth Creations' silver screen performance, and shop for your own earth-friendly, outdoors-oriented men's and women's tee-shirts and women's lifestyle wear at www.earthcreations.net. For information, images, catalogs and sample inquiries, editorial media can contact Jamie at On the Horizon Communications at (805) 773-1000 or email jamie@thepressroom.com.

About Earth Creations

Since 1996, Earth Creations has manufactured high-quality, sustainable clothing for women, men and children. 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.