

FOR IMMEDIATE RELEASE

Earth Creations Announces Gulf Coast “Green Tees for Our Seas” Contest & Fundraiser

Organic, Clay-Dyed Clothing Company Raises Money & Awareness for Coastal Clean-Up with Benefit Tee

BESSEMER, AL (October 7, 2010) – **Earth Creations**,

Alabama-based maker of organic, clay-dyed clothing for men, women, and children, is taking eco-conscious

sportswear a step further with their newly announced **Gulf**

Coast “Green Tees for our Seas” tee-shirt design contest and fundraiser, offering artists a chance to win \$800 in cash, prizes, and donations, and offering participating Gulf Coast clean-up organizations fifty percent of all “Green Tees for Our Seas” proceeds (sold through www.earthcreations.net).

Artists can enter original, commemorative tee-shirt designs, and Gulf Coast non-profits can register to become a fundraiser beneficiary, until **October 31, 2010**. The winning tee-shirt design will be selected by online voters from **November 1 – November 15, 2010**, and sold at www.EarthCreations.net from November 22, 2010, through the anniversary of the spill (on April 20, 2011), until Earth Day, April 22, 2011. Half of all proceeds will benefit those Gulf Coast conservation non-profits registered with Earth Creations.

“The Gulf Coast oil spill is yesterday’s news to some, but the Gulf Coast is near and dear to us,” says Joy Maples, Earth Creations cofounder and vice president of sales and product development. “We see how the communities and ecosystems are still struggling to recuperate, and as an environmentally-conscious company, it is important to us to help ensure that they are cared for and preserved for generations to come. We hope this contest will lead to a shirt design poignant enough to memorialize the losses from the 2010 spill and to inspire people to support future stewardship and ongoing clean-up of the Gulf Coast.”

The winning design will appear on the Earth Creations fundraiser tee, made with **100% organic cotton** and colored with **natural, U.S.-harvested clay** (a dyeing method that protects U.S. waters from the harmful salt and other bi-products of standard clothing dyes).

How to Support “Green Tees for Our Seas”

1. **Design a Tee:** Submit an original tee-shirt design in memoriam of the Gulf Coast Oil Spill **by October 31, 2010** for a chance to win **\$800 in cash, prizes, and donations** to a Gulf Coast clean-up organization of your choice.
2. **Nominate a Non-Profit:** Register a relevant non-profit to benefit from 50% of all tee-shirt sales sold under that non-profit’s fundraiser code, by **October 31, 2010**.
3. **Vote for a Tee:** Vote for a “Green Tees for Our Seas” design from November 1 – November 15, 2010.
4. **Buy a Tee:** Purchase the winning “Green Tees for Our Seas” design, in women’s, men’s and children’s sizes, from November 22, 2010 through Earth Day, April 22, 2011 at www.earthcreations.net.



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. 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.