



Client Contact: Joy Maples (205) 426-2302 ext. 102; [jmaples@earthcreations.net](mailto:jmaples@earthcreations.net)  
Agency Contact: Jordan Jerkovich (805) 773-1000; [jordan@thepressroom.com](mailto:jordan@thepressroom.com)

FOR IMMEDIATE RELEASE

**Outdoor Retailer Booth #11**

**Earth Creations® Spring 2011 Sportswear Collection Outfits  
Outdoor Enthusiasts in Comfy, Clay-Dyed, Sustainable Clothing**

*Green Apparel Pioneer Pairs Eco-Friendly Practices with Fun Prints for the Active Family*

BESSEMER, AL (June 22, 2010) – Bringing casual and ultra-comfy clay-dyed apparel to outdoor enthusiasts big and small, [Earth Creations](http://EarthCreations.com) introduces its sustainable imprinted sportswear collection for spring 2011. Inspired by and created in nature, the line blends beautiful clay and low-impact colors like turquoise and celadon with green fabrics, including organic cotton and hemp, to create versatile tees, tanks and more for the active, eco-conscious family.

“Our desire for outdoor exploration and adventure reawakens in spring, and our new line brings a multitude of possibilities for easy comfort in nature’s playground,” said Joy Maples, co-founder and vice president of sales and product development for Earth Creations. “Women, men and children alike will appreciate the collection’s soft hand and fresh new colors and designs, all made with a minimal eco footprint.”

**For Men**



Whether spring fever finds him on two wheels or the hiking trail, Earth Creations imprinted **Organic Cotton Tees** take him there in total comfort and style, thanks to a classic fit and clay-dyed colors and designs that speak to his active nature. Backpackers and trekkers will reach new heights with the **Hiker Mountain** (pictured left), while cyclists will covet the bold **Recycle Rays** (left). And for those whose outdoor adventures know no boundaries, **Continents** will appeal, as will the simplistic beauty of **Peace Symbol** (right). Available in sizes S-XL. MSRP: \$25



**For Women**



Ideal for active pursuits, gardening or just everyday wear, women will find spring wardrobe staples in Earth Creations organic cotton and hemp/organic cotton blend tees and tanks. She’ll be in full bloom in designs like **Daisy Diary** (left) in the organic cotton **Ladies Tee**, available in beautiful bluestone – a new low-impact color for the season – and **Blossoms**, a delicate side print that pops against its 100% clay-dyed Sunstone tee color. MSRP: \$25

Those in search of a slimmer fit and more delicate neckline will be equally radiant in the organic cotton **Skinny Tee** in **Flower & Dragonfly** and the color-popping **Moon Star** in Azurite (right). MSRP: \$34



~MORE~

Hemp and organic cotton blend offerings prove soft, durable and fashionable in playful prints like **Lotus Flower**, available on the **Scoop Neck Tee** (MSRP: \$28), and **Whimsy Sun** (right) on the **Tank Top** (MSRP: \$25).

All women's offerings are available in sizes S-XL.



### For Children



Little outdoor adventurers will live in Earth Creations organic cotton **Toddler/Youth Tees**, adorned with fun, forward-thinking designs like **Peace Paint** (left) and **Penguin**, while infants can find ultra-cute comfort in organic cotton "**Snappies**" featuring eco-conscious characters in designs like **Eco Bunny** and **Green Pad**. MSRP: \$20.

Toddler/Youth Tees available in sizes 2T-10. Snappies available in 6, 12 and 18-month sizes.

**The Earth Creations spring 2011 imprinted sportswear collection will be available for purchase in September.**

**A complete Earth Creations women's lifestyle apparel line**, including versatile, resort-inspired pieces, from flowy blouses, dresses and skirts to fashionable jumpers, halters and gauchos, is also offered and will be **available for preview at Outdoor Retailer, as well.**

For information, images, catalogs and sample inquiries, editorial media can contact Jordan at On the Horizon Communications at (805) 773-1000 or email [jordan@thepressroom.com](mailto:jordan@thepressroom.com).

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](http://www.earthcreations.net).