

For Immediate Release

Something Old for Something Tru(ly)...

Family Benefit Trunk Show on 5/17 Provides Professional Apparel to those in Need

SEATTLE, WA (May 6, 2008) – Truly Organic Apparel and Horseshoe Boutique, both of Seattle, have teamed up to create a unique Family Benefit Trunk show on behalf of *Dress for Success Seattle*. On Saturday May 17, from noon through 5pm, for each pound of professional women’s clothing donated by customers, Horseshoe will offer a 5 percent discount on sales of all Truly Organic Apparel, up to a maximum of 15 percent off. The donated clothes will be given to *Dress for Success Seattle* to help benefit struggling families, in particular single moms, who have found themselves in difficult times. “Our goal is to create a fun event where we can help families by collecting clothing that will help single parents look professional for job interviews or just give them a little lift.” says Paul Weinstein, founder and president of Truly Organic Apparel. “Like too many others, Jill (owner of Horseshoe) and I each grew up in broken families and know all too well the hardships that single parents can face raising families and trying to get back on their feet.” Jill Renae continues, “When Paul and I started putting this idea together, things just started to fall into place, and we are really excited about this event and about helping families in Seattle.”

The event will be held on Saturday, May 17 at Horseshoe Boutique, which is located in Seattle’s Fremont neighborhood - 720 N. 35th St, Seattle, WA 98103. Horseshoe’s store is full of “Finery for Fillies,” and has been featured in *Seattle Magazine*, *NW Source* and other local print and online publications. Jill is also founder and designer of Jill Renae Jewelry Design (www.jillrenae.com), which is sold at Horseshoe and other boutiques around the country.

The mission of Dress for Success Seattle is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Visit www.dressforsuccess.org for more information about this non-profit organization.

Truly Organic is one of the only companies in the U.S. (eco-friendly or not) to dye its apparel with a chemical-free process, resulting in clothing that is healthier for both the wearer and the planet. From brilliant reds to bright blues, all the colors in the line come from botanicals and herbs from India such as turmeric, indigo, pomegranate and onion. The current collection ranges from tees, tanks, blouses and pants for women to colorful button-ups and t-shirts for men, with many of the women’s items available at Horseshoe. Prices start at \$39.

Headquartered in Seattle, WA, Truly Organic Apparel is a natural progression of its parent company, Tenfold Organic Textiles, founded in 2004 by textile artist Leah Weinstein, Paul’s sister. Leah traveled to India to find natural dyes where, after three months of searching, she discovered Aura Herbal Wear. Leah and Paul formed Truly Organic Apparel in 2007 to bring naturally beautiful and chemical-free apparel to the market

through the use of 100% organic cotton, herbal dyes, and fair trade manufacturing. For more information, catalogs or images, editors may contact Holly Padove of On the Horizon Communications at (805) 773-1000 or holly@thepressroom.com. Retailers or consumers may contact Truly Organic Apparel at 4112 NE 103rd Place; Seattle, 98125; PH: (206) 930-6713 or go to www.truly-organic.com.