



LittleGreenStar.com: Organic cotton clothing that inspire and educate your little one

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SAN FRANCISCO, CALIFORNIA – March 3, 2008 Little Green Star is an online organic clothing store for babies and toddlers and an educational resource center for parents and kids. Little Green Star is launching two new designs this month featuring a turtle with the slogan “With a little devotion we can save the ocean” and a fish as a “Future Explorer”.

Little Green Star™ was founded by two friends in San Francisco, California. Kelley and Victoria met while chatting across cubicles at an environmental consulting company. Their friendship sparked instantly especially after discovering that they both had childhood rock collections, as in geology not music! After a few years of consulting, they decided to use their education and experience to encourage kids to make a difference in "their" world by teaching them simple ways to make the earth a cleaner, safer, and healthier place. Having broadened their knowledge about the benefits of the organic movement, they conceived the idea of a line of organic baby clothes that promote green living. Little Green Star's product are available for online and wholesale purchase.

“This has been an incredible experience building Little Green Star™. Our hope is that our shirts will introduce children to practices and concepts that they can incorporate into their lives as they start to form their own habits, beliefs, values and concepts. Through the process of teaching children, we can begin to envision the solution to end a lot of our environmental problems” said Kelley O'Rourke and Victoria Holland, Founders of Little Green Star.

Little Green Star™ offers soft 100% certified organic cotton clothing with creative environmental designs for babies and toddlers. The designs are printed by hand using water-based inks, so Little Green Star clothing “promises style, comfort and peace of mind”. The soft and comfortable organic cotton clothing line is available in sizes 3-6 months, 6-12 months, and 12-18 month short sleeve one pieces and 2T, 4T, and 6T short sleeve t-shirts.

The collection includes fourteen designs, ranging from environmental slogans such as “Bee Green”, “Water Pollution Makes Me Crabby” and “Ladies Don't Litter”, to science related images such as “Future Paleontologist”, “Future Geologist”, and “Future Entomologist”.

Little Green Star™.com. offers educational resources for kids and parents so they can learn together. The website includes fun links about eco-activities in different cities, print and color designs, a great book list, and fun eco-activities to try at home. The website also offers a blog about current events, interviews, product reviews, and green tips. Kelley and Victoria also say that “although our goal is big, we do feel we can make a positive difference with our little shirts!”

Photo-ready images for media are available by emailing littlegreenstar@gmail.com

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