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## WILDLIFE WORKS WISHES YOU A GREEN HOLIDAY

*- Eco-fashion pioneer's flagship retail store on Union Street gives holiday buyers stylish choices they can feel good about -*

**San Francisco, Calif., Dec. 10, 2007** – The holidays are here and you've committed to making this season especially "green." But buying chic green gifts, not to mention outfitting yourself eco-stylishly, can be a challenge. Wildlife Works' flagship boutique at 1849 Union Street is San Francisco's first 100 percent eco-chic retail store, selling hip, sexy and stylish clothing, shoes and accessories. Opened in May, not only is the store green from head to toe but the proceeds go toward protecting wildlife in our Earth's most extraordinary places. That's something everyone can feel good about this holiday season.

The store stocks its own line of urban chic eco-apparel, as well as those from trendsetting designers such as Del Forte Denim, Doie, Deborah Lindquist, eco-couture shoes by Charmone, and eco-accessories by Nahui Ollin, Stewart+Brown, Livity, and Wrecords by Monkey. Clothing is made from renewable resources such as organic cotton, bamboo, hemp, recycled cashmere and other environmentally friendly materials. It also sells unique lines of organic children's clothing and toys including Wildlife Works, Kenana Knitters, and Snow Leopard Trust.

"The fashion and accessories at Wildlife Works are exciting not only because of their style, but because they make a difference," says Wildlife Works founder Mike Korchinsky.

"The eco products themselves help to create a better planet *and* the proceeds of their purchase protect magnificent wildlife and wild places. There

is no other retail destination in the Bay Area that gives shoppers an opportunity like this to create a more beautiful planet while buying clothes that make them feel good -- inside and out.”

Winter hours are Mon.- Sat., 11 a.m. to 7 p.m. and Sun., noon to 6 p.m. December holiday shopping evenings will be held in conjunction with Union Street shops on Dec. 14 and 21 from 7-9 p.m., where organic wine and snacks will be served. A 10 percent holiday discount will be offered during this time.

### About Wildlife Works

Founded in 1997, Wildlife Works ([www.wildlifeworks.com](http://www.wildlifeworks.com)) is America’s pioneer of hip, stylish eco-clothing and the first company to offer a fashion label – and now store – dedicated to conserving endangered wildlife in the Earth’s most extraordinary places. From Wildlife Works’ Kenyan eco-factory where its styles are made to its 100 percent eco-chic retail store, profits from sales go directly to preserving places such as the 80,000-acre (slightly larger than the city of San Francisco!) Wildlife Works Rukinga Wildlife Sanctuary. To learn more, please visit [www.wildlifeworks.com](http://www.wildlifeworks.com).