

Press Release

FOR IMMEDIATE RELEASE

Contact: Carlos Chiossone
Telephone: 212.473.3616
Email: info@farmerkids.com

Celebrity Holiday Gifting Gone Green

Farmerkids Organics has been invited by Distinctive Assets to participate in the "Babes in Toyland" Holiday Gift Boxes presented to celebrities in early December. Angelina Jolie & Brad Pitt, Gwen Stefani, and Salma Hayek are among the celebrity parents.

New York, NY – November 8st, 2007 – Farmerkids Organics, a NYC based organic kids clothing + accessories company has been invited by Distinctive Assets to participate in a great "Gift Box" to celebrity parents. The celebrities selected for this event include: Angelina Jolie & Brad Pitt, Bridget Moynahan, Dave Matthews, Diana Krall & Elvis Costello, Gwen Stefani, Jaime Pressly, Jenna Elfman, Jillian Barberie, Julie Bowen, Kim Raver, Maggie Gyllenhaal & Peter Sarsgaard, Marcia Cross, Nancy O'Dell, Naomi Watts & Liev Schreiber, Britney Spears, Poppy Montgomery, Salma Hayek, Tiger Woods, Tori Spelling, Will Ferrell, Eric Mabius, Halle Berry, Elisabeth Rohm, Melissa Joan Hart and Tobey Maguire. The celebrities' kids will receive hand picked Farmerkids Organic cotton onesies, tees and/or hats embroidered with fresh, whimsical designs such as a farm animal with its name in Spanish, their popular "peace baby", or their special custom name tees.

Farmerkids Organics was created by Gabrielle Kahn-Chiossone, a New York based artist and mother with the heart of a country girl. Shortly after having her first child, Gabrielle came to realize that everyone wants a healthy hip baby. So she started her company to provide other earth and baby-conscious parents with the products that reflect comfort and ease and also reflect the individuality of style.

Farmerkids Organics are made from the softest, unbleached organic cotton. Pesticide free cotton makes for a healthier earth, less toxins in the air and soil, healthier farmers, and is better for babies sensitive skin. All products are 100% made in the USA reducing the carbon-footprint that other companies raise by making their garments in China, Thailand and other similar foreign locations. The products are simply and minimally packaged: tied in scraps of organic cotton, recycled paper hangtags, and hemp cord ties.

Farmerkids Organics is bringing a little bit of the "green country life" to the celebrities this winter. Farmerkids Organics is trying to make all kids the hippest, greenest, and healthiest kids in the sandbox. They are based in NYC, but get out to the countryside as much as possible for fresh air, and inspiration!

To see more please visit <http://www.farmerkids.com/> or visit them at their booth in the Union Square Holiday Market '07 in NYC

For further information, or interviews please contact Carlos Chiossone, co-owner of Farmerkids Organics at 212-473-3616 or via email at info@farmerkids.com.



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Photos: Carlos Chiossone - 212-473-3616