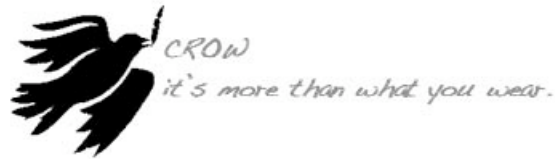


For Immediate Release
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What Makes CROW Unique? A New Kind of Clothing Company

- **Our Message is Sewn Into Our Clothes**
 - Our clothing has signature “inside-out” seams, reminding us all that in order to build a better world, we have to open ourselves to each other. We have to share who we are on the inside in order to create the best outside for all.
 - **CROW Clothing**’s signature color is clay. This clay tone is a grey that reminds us that whenever two opposite colors (self and other) are mixed, the result is (chromatic) grey. We use this new grey clay to shape our world to be exactly what we want it to be.
- **Precious Resources**
 - We make our clothes with eco-friendly, sustainable fabrics that are made in harmony with the environment. We use a diversity of fibers, which is key to avoiding the “replace and drain” phenomenon that plagues many “green” practices
- **Cut Down on Waste**
 - We reuse, recycle or compost all of our scraps of fabric, pattern paper, thread and everything that goes into making our garments. Our “scrapology” line reinvents leftover fabric into fresh one-of-a-kind garments. We ship our clothes to you in once-loved envelopes, sent in by our customers because reusing is the most efficient way to save energy.
- **Cradle-to-Cradle**
 - We hope you get a long life out of your **CROW** garments; when their time with you has come to an end, you can compost them or send them to be reused through our donation program.
- **Carbon Neutral**
 - **CROW** garments are cold-water washable and will stay soft even when line-dried. Our clothes can be worn in the most casual or the most chic settings. This reduces the amount of clothing you need, freeing up closet space, money and resources. Our clothing is assembled locally and we offset our CO2 emissions. Even the grey color of our Web site saves energy.
- **Healthy Inside and Out**
 - You can find resources on health, fitness and nutrition on our web site. You can work out with **CROW** by joining our fitness room or Traineo group. We will connect you with our naturopath for health advice and we offer our contractors the same naturopathic care at a low cost.

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- **Passion for Learning**
 - Visit our Learn and Links sections for resources and inspiration. Find everything from 10 ways to combat racism to 163 things you can compost.
- **Economy of Community**
 - Our sliding-scale pricing means that a wide variety of people can afford to wear **CROW**. We are one of the first retail clothing companies to attempt this fresh approach to sales.
- **Investing In Art and Change**
 - We donate one percent of all sales to Now Art Grants, a program “MamaBird” damali ayo began to nurture artists who create work that engages social change.
- **A Vision for Long-Term Sustainability**
 - Our nest-egg program strives to re-grow industry in the USA by training people in need of skills and work to sew parts of our garments.
- **Transparency and Community in Business**
 - We are transparent about our operations so that you can trust everything we say and everything we sell. We believe in “co-opetition”—adding the spirit of cooperation to a competitive marketplace. On our Web site you'll find links aplenty including to other designers and products that we love. “MamaBird” damali ayo blogs with EcoMetro to detail the experience of setting up a sustainable business and to share her successes and strategies with the community.
- **A Model of Leadership**
 - **CROW**'s Founder and CEO, Chief Evolutionary Officer, is also the lead designer. damali ayo's name means “beautiful vision of joy.” Known as “MamaBird” at **CROW**, ayo shares her tips for living an “eco-lovely” life on our Web site and blog. She dishes on a range of topics including eco-issues, social change, designs and fashion, health and wellness, even her favorite fitness routines and recipes
 - You can meet the people who make your clothes on our “Team” page, and even send them messages on our “Flock” social network, where you will also meet and connect with other people who were **CROW**.



Photo credits: Pete Springer Photography

For more information about **CROW Clothing** or to speak with
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