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FOR IMMEDIATE RELEASE

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## **Fertile Goddess Launches Yoga Apparel Brand And Idea that Women Are Fertile At Every Age**

Fertile Goddess's line of yoga and athletic wear debuts today for women seeking more from their workout clothing. This line captures a need of one of the fastest growing consumer segments in America. This group of women is informed, successful and affluent and they seek a healthful, stylish life connected to the values in which they believe.

Combining supple and comfortable fabrics, spa-inspired colors and feminine designs, Fertile Goddess brings something new to workout apparel: a connection to ancient fertility goddesses. In every culture of the world, fertility means much more than the ability to bear children: it means abundance, wisdom, fortune, productivity, nurturing and creativity. Inspired by these powerful goddesses from the past, each tee shirt in the line features a different fertility goddess. Each garment also has a secret goddess affirmation hidden inside. The message is a reminder to the wearer that she is a goddess.

Because fertility is such a universal concept, Fertile Goddess aims to expand the meaning of the concept for women and remind them that fertility is a state of mind and that they can be fertile at any age. The apparel serves as a beautiful and functional vehicle to celebrate ones inner goddess!

On Monday, August 18, 2008, [www.fertilegoddess.com](http://www.fertilegoddess.com) launches as the exclusive source for Fertile Goddess athletic wear. The website is an online store that features the entire line of clothing, a background story of each goddess and a blog written by owner, Stacia Wells.

Stacia started her career in advertising with clients like Disney Interactive, Ore-Ida Foods and the San Francisco Museum of Modern Art. She moved to the client side and worked in brand marketing and product development for companies like Disney Interactive and Patagonia outdoor clothing. Stacia also spent four years at the Santa Monica based environmental foundation, Environment Now, before launching Fertile Goddess. Her interest in ancient

cultures and fertility goddesses stems from her educational background in archaeology. She is an avid yoga and Pilates student and lives in Los Angeles, CA with her husband Kevin and two dogs, Maverick and Ripley.

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For more information, visit [www.fertilegoddess.com](http://www.fertilegoddess.com).

