



**For Immediate Release**  
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## **ECO-GENERATION LAUNCHES IN CHARLESTON**

*Eco-Friendly Children's Clothing Line Debuts in Charleston; First of Five Cities in the U.S.*

**CHARLESTON, S.C.** – Eco-generation, an eco-friendly children's clothing line showcasing powerful designs championing the fight against global warming, will launch in Charleston this Saturday, November 10. Charleston will be the first of five stylish cities in the U.S., including New York, Los Angeles, Boston and San Francisco, where eco-generation will be available.

Whole Foods in Mount Pleasant will be the first retailer in the country to carry the eco-generation line and will debut the collection in its store this weekend. Eco-generation will be the exclusive children's clothing line available at Whole Foods. In 2008, the new label will additionally be available in high-end city boutiques around the country and online at <http://www.eco-generationkids.com> (site to be launched in 2008).

"I created eco-generation to empower the children of tomorrow to become, in essence, the 'spokespeople' for climate change, since they will be the ones ultimately affected by the decisions our society makes," said Meghan Stein-Webster, creator of eco-generation. "I know countless people all over the world share my passion for this Earth, and eco-generation is a fun and stylish way to champion the essential fight against global warming."

Meghan Stein-Webster is from Pittsburgh, PA and currently resides in Mount Pleasant, SC. She has a law degree from Duquesne University and is currently serving as Trust Officer with U.S. Trust, Bank of America's Private Wealth group.

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