



## **FOR IMMEDIATE RELEASE**

Media Contact:  
Lorena Crowley  
Public Relations Executive  
610-269-2100 x237  
[lcrowley@schubert.com](mailto:lcrowley@schubert.com)

### **SKN Design Partners with American Forests in Worldwide Tree-Planting Program**

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**MATTITUCK, N.Y., July 15, 2008** – SKN Design, an up-and-coming personal and home accessory design company, has teamed up with the nonprofit conservation organization American Forests to plant a tree on behalf of each customer. SKN plants a tree through American Forests' Global ReLeaf program for every order placed on [www.getskn.com](http://www.getskn.com) or for each SKN tote purchased through participating retailers.

The Global ReLeaf program helps “regreen” areas all over the world. Recent projects include the Jefferson Parish Katrina ReLeaf Project in New Orleans and the Reforestation after Hurricane Stan program at Lake Atitlan in Guatemala.

“Despite popular belief, you don’t need to sacrifice great design to be environmentally conscious, and our Plant-A-Tree program takes that one step further,” said Jennifer Stevenson, chief operating officer and lead designer of SKN Design. “Our partnership with American Forests allows customers to feel good, look good and make a difference from the moment they purchase a SKN tote.”

SKN organic and traditional cotton totes (12” x 16” x 6”) are available in five designs — Carrot, Blueberry, Tomato, Lemon and Asparagus. The bags comfortably hold up to 40 lbs. and stand open for easy packing. Shoppers can fold bags flat like a traditional paper sack, and they are machine-washable for easy upkeep. The organic bags use 100 percent,

U.S.-certified organic cotton grown without harmful chemicals, causing minimal disruption to the environment.

SKN bags were featured as part of the Liz McClean 2008 Fall Fashion Week event in New York City.

Currently, SKN's line of reusable bags is available at exclusive retailers in New York and California. The bags are also available for purchase individually or as a set on [www.getskn.com](http://www.getskn.com).

For more information about SKN Design's tree-planting program or its reusable cotton totes, please contact Lorena Crowley at [lcrowley@schubert.com](mailto:lcrowley@schubert.com) or 610-269-2100 x237.



### **About American Forests**

Founded in 1875, American Forests ([americanforests.org](http://americanforests.org)) is the nation's oldest nonprofit citizens' conservation organization. Its mission is to grow a healthier world by working with communities on local efforts that restore and maintain forest ecosystems. The organization is involved with planting trees, calculating the value of urban forests, fostering environmental education and improving public policy for forestry at the national level. They have a goal of planting 100 million trees by 2020.

### **About SKN Design**

SKN Design was co-founded by Christopher DeGregorio and Jennifer Stevenson as a personal and home accessory design company that integrates sustainability into its fresh creations as a standard part of the design process. SKN reusable shopping totes are currently available in designer boutiques and directly on SKN's Web site at [www.getskn.com](http://www.getskn.com). After their appearance in NY's Fall 2008 Fashion Week, SKN totes were named the "Most Useful" reusable totes by Style.com. The totes have also been featured in national publications, including *Health* and *Town & Country*. SKN works with the organization American Forests to plant a tree on their customers' behalf for every order placed through [getskn.com](http://getskn.com), and they invite retailers to also participate in this program. Each SKN reusable bag saves the environment from the waste of about 330 plastic bags each year, and shoppers carrying the bags look damn good doing it!

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*Editor's note: Images and product samples are available for editors upon request.*