

NEWS RELEASE

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--for Immediate Release--

***Creo Mundi* Celebrates Humanity Through Words & Intentions, and Helps People Make the Most of Life**

Ontario, Canada–Creo Mundi, a compelling, unique company and idea founded on the belief that because everything is energy, surrounding people in high frequency words and messages will empower generations of people to create the most positive environment available, is seeing its original intention come to life around the world.

This rapidly expanding Canadian venture has taken a very simple idea and run with it since two close, longtime friends conceived the intentional products company in February 2007. Based on the founding partners burning desire to make a massive impact and leave a legacy of compassion for all humankind, *Creo Mundi* consumer products are being sold in stores like **Loblaws** across Canada and in a growing number of other countries including Australia, Singapore, South Africa, the United Kingdom and throughout the United States.

"There are people who buy our products to be embraced by the positive words printed on them and others because they simply like the look of our clothing or taste of our intentional consumer protein products," says Alison Prentice, president of Creo Mundi, who has worn the company's inspirational clothing every day since it became available in June 2007. "It's all good and no matter what, everyone who encounters our products who is open to possibilities experiences positive outcomes in their life, sometimes on a grand scale. The feedback we receive daily is life-affirming and is our fuel to keep evolving."

According to Prentice, *Creo Mundi* is inspired by some of the great thought leaders of today, including Dr. Masuru Emoto and his *Messages from Water*. *Creo Mundi*, which literally means "Create Your Universe," is out to change lives and empower people to love and nurture themselves and one another like never before. Every clothing item has hundreds of uplifting words printed on the inside...words like energy, greatness, prosperity, strength and unity. The items can also be worn inside out to inspire every individual encountered.

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"Whether you believe in the process of Intention or not, ask yourself what you would rather ingest for nutritional purposes. Something you know was created in love or something created in indifference?" Prentice shared in a recent interview. *"The same could be said of our clothing – would you rather wear something you know was created with love, or with indifference? Or perhaps even worse – something created in fear and shame if it ends up being a sweatshop garment. I know what I prefer."*

Prentice and her founding partner **Jocelyn Herrett** are seeing Creo Mundi products and their vision for this exciting new concept in health and wellness make a global impact in less than two years. This dynamic duo continues to attract all the right people and resources to carry out their big vision. Feedback from their fans has inspired plans for a next generation of Creo Mundi products, which will eventually include bed linens, sleepwear and maternity clothing to bring good vibes while sleeping and also to Mother and her child *in utero*.

Creo Mundi products are a celebration of the human spirit and life itself. In gratitude for Creo Mundi's expansion and success, a portion of the proceeds of annual product sales (no less than 10%) go towards fresh water drilling, school lunch programs, animal rescue, grassroots organizations searching for HIV/AIDS cures and general charities that help women. In addition, this company organizes speed fundraisers where 50% of net proceeds are donated to the targeted charity. For more information about *Creo Mundi*, its clothing line and consumable products and where to purchase them, visit www.CreoMundi.com or call (905) 571-3663.

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Creo Mundi product images are available by request.

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