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FOR IMMEDIATE RELEASE

A New ERA for Ontario March of Dimes in Kingston

The ERA (**Environmentally Responsible Apparel**) clothing store in Downtown Kingston continues to be "green" with the introduction of organic clothing to its vintage lines. The store is now known as *ERA Vintage and Organic Apparel*. Organic lines are Twice Shy and Kate Quinn Baby Organics. The store also carries Druide Bath & Beauty products including an all natural insect repellent. Recycled creations by local designers including Jennifer Valberg (ghetto couture) and Koren Bellman are also showcased at ERA. More local vendors are being sought.

"The Ontario March of Dimes (OMOD) has been actively involved in the recycling of goods for more than 35 years in Kingston," says ERA's Business Operations Co-ordinator Kimberly Neill. "When ERA opened one year ago, the local OMOD managers wanted to take the downtown store in new direction offering recycled, vintage, and 'new' merchandise."

Ms. Neill adds that after a year of "live and learn", the managers believe they are "moving in the right direction to meet community needs with the new concept store for the OMOD. They are now offering, not only "green" apparel, but a unique space for workshops and special events. Training programs for youth needing skills to enter the work force are being developed and will be offered at ERA."

The OMOD provides programs and service for people living with physical disabilities in Kingston and other communities across Ontario. All proceeds at ERA go towards providing funding for programs in this area. There is also the OMOD Super Store offering gently used clothing, furniture, and housewares. It is located in the city's west end at 540 Armstrong Road, off Bath Road, and is the donation drop-off centre. A free pickup service is available by calling 613-531-8711.

"We have entered a new phase, especially for the downtown store," says Ms. Neill. "I hope people will come in and see what we have to offer." Anyone wanting more information should drop in to ERA at 110 Princess Street or call 613-544-0808.

To learn more about the new concepts at ERA contact:

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