



lur® Apparel Launches Nationwide Search for Leaders in Sustainability

CINCINNATI, OH – lur® apparel, a sustainable fashion brand for women, is searching for individuals committed to people and planet. Since the brand's launch, lur® has been inspired by the work many are doing to benefit eco-friendly and social causes. Through the nationwide search, lur® not only seeks to highlight the efforts of those committed to environmental and social causes, but is also providing a cash grant to the most-voted for cause.

"Our whole line has been inspired by women who dedicate themselves to working towards a better, more sustainable tomorrow," said the brand's co-founder Alan Brown. "We find they're rarely recognized for their work and we're launching this search to change that."

lur® apparel is accepting nominations for individuals that deserve recognition for their work on eco-friendly or socially responsible causes at their website www.lurapparel.com. Nominations will be accepted until March 15th 2013. On March 16th visitors are encouraged to vote for the sustainable leader they believe most deserves the recognition, as well as advocate for their choice via social media. At the conclusion of the voting period, **the individual with the most votes will receive a \$500 cash grant towards their cause, a \$500 lur® apparel shopping spree, and recognition for their work in a nationally syndicated press release.**

"We're looking for people working to benefit our planet or society," said the brand's other co-founder Mark Heiman. "We believe everyone—from someone running a small recycling program for their office, to a leader of a Fortune 500 company producing eco-friendly products—deserves recognition. This is an opportunity to show the world the causes and efforts that should be celebrated as we move towards a more sustainable future."

lur® apparel launched the sustainable leader search in part because sustainability and social responsibility are core components of their business model. lur® apparel produces women's fashion from 100% recycled materials.



About lur®

lur® knits beauty, sustainability, and social responsibility into each and every piece of clothing. That's because lur® takes pride in knowing that for a piece of clothing to be truly beautiful, it needs to benefit more than just its wearer. Thanks in part to their unique fabric, lur® apparel is more sustainable and environmentally friendly than organic cotton - while still remaining just as beautiful and soft to the touch. A portion of the profits from lur® apparel go to help women establish their own businesses and gain access to education to allow themselves, their families, and their communities the opportunity to rise out of poverty. More information about lur® can be found online at www.lurapparel.com.

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