

FOR IMMEDIATE RELEASE:

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[www.shopECOGoods.com](http://www.shopECOGoods.com)



## **We are pleased to announce the grand opening of [www.shopECOGoods.com](http://www.shopECOGoods.com)!**

Plainville, CT – November 11, 2010 – What began as a search for chemical-free household cleaners ended up as a personal mission. We wanted to start buying organic foods and use all natural soaps and detergents. The grocery store was starting to carry organic produce but natural soaps and cleaners were hard to find, even on the web. What started out as wanting to protect ourselves from harmful chemicals turned into a larger mission to save the environment by reducing waste and buying smart. We wanted to make eco-friendly products easier to find by gathering the best products all on one website. And so, [www.shopECOGoods.com](http://www.shopECOGoods.com), “where every purchase helps save our planet”, was born.

[ShopECOGoods.com](http://ShopECOGoods.com) displays a fantastic assortment of the following: natural bath- time basics for baby, organic plush toys and chemical free toys for babies and toddlers, organic soaps and facial creams as well as razors and toothbrushes made from recycled yogurt cups, all natural and eco-friendly dog and cat collars, leashes and treats, eco-friendly shopping bags and on-the-go lunch options, water bottles, and, amazing, one-of-a-kind, recycled merchandise such as purses made out of recycled inner-tube tires and picture frames made out of recycled bicycle chains.

Some of the respected brands we carry include [Green Toys Inc.](#), [Little Twig](#), [Wrap-n-Mats, Inc.](#), [Plan Toys, Inc.](#), [Global Girlfriend](#), and [Preserve](#). We have tried to include companies that share our values, such as [Green Toys](#), who strive to create sustainable products as well as support their local community, and [Global Girlfriend](#), who specialize in fairly-traded apparel and accessories hand-made by women and communities in need. We also carry products made by [1% For the Planet](#) partners such as [Base Brands, LLC](#) (Reduce), [Dandelion](#) (a division of Re-Think It, Inc.), [Klean Kanteen](#), [Little Twig](#), and [Mr. Smith Inc.](#) (Jimi Wallet.)

The message is simple. We all have to do our part to save the planet. [ShopECOGoods.com](http://ShopECOGoods.com) believes that it is up to each one of us to do our part to make a difference and the combination of our efforts will do just that. It all starts with making better choices; whether it's buying organic groceries, starting a compost bin, buying recycled products to give new life to old materials, or learning how to make your home more energy efficient. Our mission is to help the consumer make some of those choices. We offer the best eco-friendly products while also providing useful and valuable information about recycling and other tips on going green. We want to help make it easier to help each other save the planet.

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For information: [www.shopecogoods.com](http://www.shopecogoods.com)

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### **About [www.shopecogoods.com](http://www.shopecogoods.com)**

ShopECOGoods.com was founded in 2010 by M&L Holding Group, LLC. ShopECOGoods.com is an eco-friendly ecommerce website, dedicated to offering eco-friendly, natural, organic, and recycled products for the home and personal use. For more information go to the website [www.shopecogoods.com](http://www.shopecogoods.com) or email [contactus@shopecogoods.com](mailto:contactus@shopecogoods.com)

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