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GET CHIC AT THE 2010 BETTER LIVING SHOW WITH SUSTAINABLE FASHION

Watch Models Strut Across the Stage During Daily Eco-Fashion Shows and Demonstrations, See Kids Fashions Modeled at Better Living Show For the First Time

Portland, Ore. – March 16, 2010 – The third annual [Energy Trust Better Living Show](http://betterlivingshow.org), a three-day sustainability festival held Friday, March 26 through Sunday, March 28, will feature daily eco-fashion shows and “Getting Runway-Ready” beauty demonstrations produced by SEMPER Fashion. Kids’ fashions will also be strutting down the catwalk for the first time ever at the Better Living Show.

This year’s theme is “A Sustainable Fashion Show – From Backstage,” where Sidlab Hair Couture, Portland’s own sustainable hair care company, and Rumor’s Day Spa of Bridgeport Village utilizing their Young Blood cosmetic line, will be paired with Portland-based apparel designers in nightly fashion showcases, free to the public.

“Our production will allow everyone the chance to catch a glimpse of backstage at a fashion show,” said Tod Foulk, principle of SEMPER Fashion. “Show-goers will be able to converse with hair and make-up stylists throughout the day, as they work on actual models featured in the nightly fashion shows. They’ll get the feel of a red carpet event by posing in front of our paparazzi banner and schmoozing with other attendees.”

Northwest fashion designers featured in the daily eco-chic shows include: Planet Protect, MEWV Sustainables, Urban Girl NW, Lizzie Parker of Seattle, Saffrona and REBE of Paris.

For schedules and additional information visit: <http://betterlivingshow.org/2010FashionandBeautyShows.htm>.

About the 2010 Better Living Show

- **What:** Energy Trust Better Living Show – Portland’s premier sustainable lifestyle festival and the largest event of its kind in the Pacific Northwest
- **When:** Friday, March 26 from noon – 9 p.m.; Saturday, March 27 from 11 a.m. – 9 p.m.; and Sunday, March 28 from 11 a.m. – 5 p.m.
- **Where:** The Portland Expo Center located at 2060 N Marine Drive in Portland, OR
- **Why:** Empowering attendees to become more thoughtful consumers and lessen their impact on the environment by learning about sustainable, healthy and practical lifestyle products and services
- **Admission:** Free

- For more information: www.betterlivingshow.org.

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