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Peters Path launches online boutique that gives back
Socially conscious shopping with proceeds benefitting charity

ATLANTA, GA – March 4, 2009—Peters Path Corporation, based in Atlanta, Georgia, has launched its online boutique, offering customers socially responsible shopping , as a portion of every sale goes to various charitable organizations.

Peters Path was formed by Christine Peters, who wanted to combine her keen sense of fashion with her philanthropic endeavors, to offer fashionable clothes and accessories while giving back to the community. Peters Path donates a portion of every sale to charity and engages in fundraising events to bring awareness to charitable organizations.

The company's line includes comfortable, stylish clothing and unique, hip jewelry—from brands including Alternative Apparel, Johnny Was, LTB, DL1961 and Nick & Mo; as well as home and personal products ranging from unique kitchen items to an organic bath line.

“We started this company as way to give back to communities, generate awareness and raise funds for charitable organizations,” says Christine Peters, President. “There are so many people who live in less fortunate environments, whether it's poverty, a disability or illness. We have the power to act, and Peters Path enables customers to help simply by shopping for great clothes and accessories.”

As more American consumers say a company's social responsibility influences their decision to purchase a product or service, Peters Path provides an alternative online boutique where customers can shop for great fashion and home products and support charities.

As the company grows, it will continue to look for charitable organizations to work with, as well partner with organizations on social change initiatives and fundraising events. “This is a new and exciting concept in socially responsible shopping,” says Karen Turner, Vice President of Marketing. “While many companies donate proceeds from one product or line, we have created an entire boutique dedicated to philanthropy and social change. We want people to know when they choose Peters Path, they choose to make a difference.”

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About Peters Path:

Peters Path is an online boutique offering clothing, accessories and items for the home. A portion of every sale benefits charitable organizations. For more information about Peters Path, please visit www.peterspathstore.com or email info@peterspathstore.com.