



FOR IMMEDIATE RELEASE

Contact

jh@mcopr.com or 504.756.0101

THIS MOTHER'S DAY REVIVE MOM AND LOUISIANA'S COAST
May Sales of Niven Morgan's Jean Baptiste 1717 Line of Personal Care Items
Benefit America's WETLAND Foundation

Prior to the recent incident in the Gulf of Mexico, Niven had generously offered to donate a portion of the proceeds from the May sales in Louisiana of Jean Baptiste 1717 to help efforts of the America's WETLAND Foundation in our public education effort to restore coastal Louisiana.

In light of these events, we still would like for those media running Mother's Day stories to know of this offer, even though our full attention is to the broader issues of alerting the nation to the current events. We thank the Niven Morgan Company for continuing to pursue this offer of support.

Who:

- Niven Morgan, founder of Niven Morgan personal care products
- The America's WETLAND Foundation

What:

A portion of the profits from the sales of the Jean Baptiste 1717 line in Louisiana during the month of May will go directly to the America's WETLAND Conservation Corps (AWCC). The AWCC engages hundreds of volunteers in hands-on coastal restoration and recovery activities in communities across Louisiana.

Jean Baptiste 1717 is a young but sophisticated fragrance of creams, lotions, bath products, scented candles and other personal care products. Jean Baptiste 1717 evokes the seductive soul of New Orleans: oak lined boulevards, jasmine air, distant song, sweet times, love lost and found. The scent: Water hyacinth, jasmine and tuberose floating through a sensual aura: wild rose and princess lily with subtle traces of caramel and creamy vanilla, and base notes of rich woods and warm patchouli.

When:

In celebration of Mother's Day, but the donation will be based on sales throughout the month of May.

Where:

In New Orleans, Jean Baptiste 1717 can be purchased at Hazelnut, Perlis, Little Miss Muffin, Plant Gallery, Home and Garden, Ritz Carlton and What's New stores or online at NivenMorgan.com



Why:

Jean Baptiste established New Orleans because he felt the wetlands and positioning of the city would act as a buffer against tidal waves and hurricanes. Niven Morgan felt it would be fitting for a portion of the profits from the line bearing his name go to restoring the very land he discovered and named.

Morgan is a native of the bayous of Louisiana and coastal restoration is an issue of personal importance for him.

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America's WETLAND Foundation is a non-partisan, non-profit organization that has acted as a neutral arbiter for coastal interests since its inception in 2002, elevating issues facing the Gulf Coast, specifically those of coastal land loss, to regional and national attention. The America's WETLAND Conservation Corps is a partnership of the America's WETLAND Foundation and the LSU AgCenter, which is supported by AmeriCorps and the Louisiana Serve Commission, and the Office of Lt. Governor.

With his natural curiosity, creative wit and love for Louisiana's spice for life, Niven established his small Texas-based company specializing in bath, body and scented home products in 1998. Niven Morgan is dedicated to delivering the highest quality personal care products that remain affordable to the average consumer with hands-on, charming customer service.