



EMME LAUNCHES “WHOLE YOU” MISSION TO EMPOWER WOMEN
*Iconic and World-Renowned Supermodel, Author and TV Personality
Announces Debut Of Innovative Website And National Tour*

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June 2011 (New York, NY) – Utilizing her celebrity platform and own personal and professional life experiences, Emme is now announcing the launch of EmmeNation (<http://EmmeNation.com>), a new, multi-platform community through which she will share her own insights and expertise, along with original content provided by a variety of hand-picked lifestyle experts. This innovative, interactive forum will allow for conversations between friends and fans, and is designed to inspire women to embrace a body+mind+spirit transformation of their own.

“Now is the time to stretch beyond our comfort zones, to take a leap of faith, and embrace success when it knocks on our door.”

- Emme

EmmeNation supports and provides leadership for a woman’s unshakable, personal quest for self-acceptance, while encouraging women to take a leap of faith toward their own inner transformations. Emme explains, “By learning from our past, shedding light on our gifts, and developing the courage to visualize and pursue an abundant future, we actively embrace a whole life.”

EmmeNation is dedicated to creating an online destination, with multiple social media points of entry, for women to share their stories and discover the opportunity to become their “Whole You.” Emme is on a mission to help women achieve success in all aspects of their lives. Readers will learn how to achieve overall health and wellness—rather than focus solely on weight loss—reduce anxiety and stress, develop positive body image, make better life choices, reconnect with their families, live a greener lifestyle, stimulate their brains with a new positive dialogue, and simply be adventurous.

In addition to the online hub, EmmeNation will also provide its community with opportunities to connect and share in person. In the works for 2012-2013 is the EmmeNation “Whole You” Tour, consisting of three distinct elements: a one-day Mall Experience, a resort-based Weekend Summit and a five-night Cruise Getaway. This powerful movement will provide Emme and her panel of experts to work closely with real women, allowing Emme to share her own transformational journey, and ultimately impacting them to healthfully embrace major life changes with positivity and optimism.

With the support of Syracuse University’s Whitman School of Management, EmmeNation recently completed a research study that demonstrates its audience is a very desirable demographic for advertisers and business partners. The EmmeNation community is highly educated, has income well above average household, is widely dispersed across the US and internationally, and draws from a wide range of age groups, especially strong in the 40-59 age range. The research also revealed a wealth of information regarding the EmmeNation community’s lifestyle attitudes and shopping choices. A summary of the research findings is

available for all EmmeNation business partners, to be supplemented by a second round of research in Fall 2011.

Other recent projects include Emme joining the cast of Nora and Dalia Ephron's hit play ***Love, Loss and What I Wore***, an intimate collection of stories based on the best-selling book by Ilene Beckerman. Like the popular book, *Love, Loss and What I Wore*, the play uses clothing, accessories, and the memories they trigger to tell funny and poignant stories that all women can relate to. Emme will continue her role in the run from June 1 - July 3rd at the Westside Theatre in New York.

Emme, nationally recognized as a women's advocate for positive body image and self esteem, has a clear mission: to awaken the inner magnificence inherent in every woman. It's no wonder ***People*** magazine selected her *twice* as one of the "**50 Most Beautiful People**" and ***Ladies' Home Journal*** chose her as one of the "**Most Important Women in America**" and one of the "**Most Fascinating Women of the Year.**" Emme's accolades also include being honored as a ***Glamour*** magazine "**Woman of the Year**" and as one of ***Biography*** magazine's "**25 Most Influential Women.**"

About Emme:

Born in New York City, Emme was raised in Saudi Arabia and returned to the US as a teenager. Emme is an advocate for women of all ages to be fit and to live a healthy lifestyle while combating societal and peer pressure to be something other than what comes naturally. For 20 years, Emme has put women's and children's issues front and center. She was the first model to speak to these issues before a congressional sub-committee in Washington, DC and continues to speak out about body image issues and funding the arts in schools. She previously hosted Fashion Emergency on E! where she gave fashion advice to women of all ages. Her "Simply Green with Emme" iVillage blog came about from her brush with lymphatic cancer in 2007, pondering all things for the quest of green living for herself and her family. Her column "Ask Emme" appeared monthly in Mode magazine in the 1990s. Her first book, *True Beauty—Positive Attitudes & Practical Tips from the World's Leading Plus Size Model*, was published in 1997. Her second book, *Life's Little Emergencies: Everyday Rescue for Beauty, Fashion, Relationships, and Life*, was published in 2003, and she wrote her first children's book *What Are You Hungry For?*, illustrated by Erik Brooks and published by Harper Collins, which was released in the summer of 2007.