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## Purpose-driven Shoppers Bag Bargains and Business with Conservation in Mind at IShopConscious

For Immediate Release

NOKOMIS, Fla./EWORLDWIRE/Dec. 26, 2007 --- Shaping bodies and awareness that transcends boundaries - environmental, social, and economic - is what ishopconscious is bringing to market, along with the ability to direct nearly 50 percent of profits to organizations in line with personal convictions. With nearly two billion dollars being given to charity annually, most people realize there should be more to show for it. Ishopconscious is for consumers that want to see more focus on the root cause of problems, not the symptoms. People like to do good, but they also want to do good that matters. When buying an ishopconscious product, consumers know that the choice of where they shop makes a real difference.

Ishopconscious features the "Tatiana" brand which has been popular in over 400 high-end boutiques since 1999. This unique women's fashion boutique - with over 9,000 skus to choose from - gives women the choice to find just what they want while redefining their style to reflect their beliefs.

Motivating shoppers to investigate the position of socially conscious companies can be a tough sell because they don't have the time for research, and many companies do not make information readily available. Ishopconscious addresses this need for details on its Web site, clearly identifying how ishopconscious serves customers that want to shape their world by consciously choosing who they buy from.

Ishopconscious sports interactive voting software, so consumers can play a larger role in helping to harness capitalism for the common good, which gives rise to one of ishopconscious mottos - "Shape your world one purchase at a time."

A new breed of entrepreneur is attracted to Ishopconscious - one that demands business in line with what they are willing to spend their life's energy on. They want recession-resistant businesses, more time at home and most importantly, work for a purpose. Ishopconscious delivers this.

Said Mark Shannahan, CEO, "Ishopconscious empowers and lays out a new business highway for customers who no longer choose to be passive about the things they do not like about the world. While the idea of a franchise works well for some, the initial capital outlay serves as a deterrent to getting started. A minimal startup fee gets a profitable business up and running quickly."

Ishopconscious can also be used for fundraising, where 10 percent of the profits on all products can go directly to the cause.

Some of the initial organizations ishopconscious is committed to are:

SPARKS '<http://www.ncadv.org>' - Domestic violence - Help for women and children experiencing domestic violence.

WOMENS REOURCE CENTER '<http://www.thewomensresourcecenter.org>' - Women need for a wide variety of reasons. Divorce, job training, family issues are addressed.

BREATHWORK '<http://www.ishopconscious.com>' - Healing modality for those that need help in a variety of ways.

CLEAN ENERGY.ORG '<http://www.cleanenergy.org>'

To find out more about owning an IShopConscious business or to view the product line, visit '<http://www.ishopconscious.com>'. To learn more about the philosophy behind the company, contact Mark Shannahan at 941-488-0995.

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