

**FOR IMMEDIATE RELEASE**

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**Nüwa Textiles Names What's UP Public Relations Agency of Record**

Bozeman, MT – June 11, 2008 BC/OC - What's UP Public Relations is proud to announce they have been named the agency of record for **NÜWA TEXTILES** (new-way). Nüwa® is the next step in the evolution of the textile industry! Nüwa® is a joint venture of fabric mills and specialized dyeing and finishing plants in China and Taiwan that have taken a progressive stance on the environmental impact of textiles. [www.nuwatex.com](http://www.nuwatex.com)

“What sets Nüwa® Textiles apart is that we begin by carefully engineering the manufacturing process to reduce both water use and energy consumption. Only then do we produce fabrics of durability and creativity,” says company President Michael Shih.

What's Up PR is recognized as one of the original specialty branding and public relations firms in the high-end sport industries. We use our unconventional maverick momentum and creative resources to reach the best standards in news media and reach new customers for our clients.

Nüwa believes making textile manufacturing more sustainable is the ultimate goal. The company benefits from a demanding ensemble of like-minded management, engineers and clients that want to fulfill the vision of high-end specialty goods produced with lower environmental impact. Nüwa employs strategies as varied as advanced energy production, efficient energy use, water conserving dyeing machinery, emissions recycling and effluent treatment. The company is committed to achieving equilibrium between performance and eco-consciousness.

Nüwa offers innovation and a commitment not previously found in textile manufacturing. Each member of the joint venture has achieved international environmental certification. The weaving mills produce over 20 million yards of fabric each month and are ISO 14001. The dyeing and finishing plant is Oeko-Tex® certified and is in the process certification by bluesign®. It was bluesign® staff who informed the company that the 86 liters of water per kilo of fabric it dyed was far below the 110 liters used by most plants.

“It is a great honor to have been selected by Nüwa with the leadership of Larry Harrison and Michael Shih. Harrison is a long time industry colleague. I am flattered to be on their team to broadcast far and wide the revolutionary new textile manufacturing processes they have forged. We can all bike to work and eat organic, but if all the things we wear, sleep on, camp in, hike in are produced status quo the sad ironies continue. Worldwide we all deserve clean air and clear water and toxic free rivers. This international collaboration of major textile suppliers working together to deliver more responsible manufacturing is monumental. They deserve our support and praise,” explains Cochran.

Nüwa Textiles takes its inspiration and name from the world's first environmentalist, the ancient Chinese goddess Nüwa.

*Nüwa, the creator of humanity, stood before the four corners of the fallen and torn sky. The water god, Gong Gong, and the fire god, Zhu Rong, engaged in battle, tore a hole in the firmament. The forests burst into flame, water flooded the lowlands, and dragons and other fantastic beasts attacked. Mortals were defenseless. Nüwa, grieving for her creation, thrust her fist deep into the earth. She mended the sky with a molten mixture of precious stones and jewels, and propped it up with the legs of a giant turtle she had slain, rescuing her beloved populace. The world was safe once more.*

Like the goddess, Nüwa Textiles is the eco-steward for generations and products to come.

Under the leadership of founder Beth Cochran, BC/OC - What's UP has been honored with top rankings in the industry. Cochran has been a guest writer for the Outdoor Retailer Journal, a Rotarian business exchange delegate and recently was re-elected to the Outdoor Industry Women's Coalition board, where she chairs the SIA-snow sports events. As a public relations firm, What's UP is nimble, resourceful and invested daily with each client. Nüwa Textiles will complement well the existing client base: Gramicci Apparel, Chaos Headwear, Transpack travel bags and Fabric Link.com- the source for all things fabric.

**NEWLY UPDATED [WWW.WHATSUPPR.COM](http://WWW.WHATSUPPR.COM)**

*The mission at BC/OC - What's UP is to provide immediate public relations and marketing expertise to new and established high-end specialty manufacturers and services in Outdoor, Snow, Bike and Alternative Healing markets. The firm specializes as a seasoned contract-marketing/public relations/promotions extension that works on the side of the manufacturer and related sport services. We act as a full service public relations and marketing department to suit the client's immediate and long-term initiatives, and brand objectives.*