

## **FOR IMMEDIATE RELEASE**

Media Contact:

John Rarrick, BullsEye PR

(212) 671-1080 X103 or JR@bullseyepublicrelations.com



### **TheHolisticOption.com Partners With GenGreen Life**

*New Health and Wellness Community Website Teams Up  
with Online Eco-centric Directory and Network*

New York, NY (April 29, 2009) – The Holistic Option, Inc., today announced its content partnership with GenGreen Life. The goal of the website, GenGreenLife.com, is to be the most comprehensive and diverse resource available for people looking to live a locally-focused, environmentally conscious lifestyle.

“We take a lot of pride in the partnerships we create”, said Charisse McAuliffe, Founder and CEO of GenGreen. “TheHolisticOption.com is the number one health resource when it comes to living holistically”.

The partnership allows GenGreen to utilize the vetted content from TheHolisticOption.com as well as other media, such as *Holistic Health & Wellness*, the weekly podcast produced by TheHolisticOption.com, within its Environment 101 section. Cross promotional ventures will also ensure a greater reach for the respective organizations in the field of natural health, wellness, eco-friendliness and sustainability.

Kelly Campbell, President and Founder of TheHolisticOption.com, said “Our partnership with GenGreen Life is a truly perfect fit. The environmental component of health and well-being is as large as any that comprise holistic medicine, and GenGreen is emerging as the leader in connecting people with their green options for business, events and more, on a local level.”

#### **About TheHolisticOption.com**

A health community for the whole you, the mission of TheHolisticOption.com is to increase awareness among consumers about health and wellness from a holistic perspective, which addresses the 'whole person' – body, mind, and spirit – and the root cause or factors of any health condition, not merely the symptoms thereof. Essentially "the WebMD of natural medicine", TheHolisticOption.com allows visitors and community members alike to share their experiences and browse natural remedies, articles, videos, blogs, discussion forums, podcasts and natural products, as well as fully vetted, holistic practitioners throughout the U.S. – for free. To learn more, visit [www.TheHolisticOption.com](http://www.TheHolisticOption.com).

### **About GenGreen Life**

The GenGreen™ network is a multi-faceted platform for communication, education and connection; from green news headlines, job listings, and events, to tips helping you live a sustainable life. Want to find a recycling center near you? Where are your local farmers' markets? Looking for an alternative means to get to and from work each day? You can find the answers to these questions, and much more, at [www.GenGreenLife.com](http://www.GenGreenLife.com).