

FOR IMMEDIATE RELEASE

vagina vérité™ Goes Retail

Nov. 19, 2004 — Last night ABC Carpet & Home, the well-known gorgeous home furnishings store in NYC, celebrated the opening of "Love Your Tree", an art and conversation space installed on its second floor. The subject: women's bodies and our relationships with them.

vagina vérité™ was represented in the exhibition by "Spire", a 6-foot 3-inch column of eight vagina portraits, photographed by Alexandra Jacoby.

Love Your Tree, a welcoming and beautiful sanctuary set in a retail space, is the vision of Eve Ensler, playwright, activist and founder of V-Day. There is a spectacular red tent, with many candle-lit alcoves inside, offering a place for gathering and contemplation. The centerpiece of the space is a spectacular life-size tree, adorned with many-colored ribbons and swatches of silky and velvet textures. Lining the brick-wall perimeter is a provocative photography exhibition. vagina vérité™ is among the work of sixteen women photographers chosen for the two-month exhibition.

A V-Day project sponsored by ABC Carpet & Home's CEO & Creative Director, Paulette Cole, and curated by Paula Allen, Love Your Tree is a space for women and men to go after seeing Ensler's new Broadway play "The Good Body" which addresses why women of all cultures and backgrounds, whether undergoing Botox injections or living beneath burkhas, feel compelled to change the way they look in order to be accepted, to be "good."

In addition to the photography exhibition, Love Your Tree will feature speakers, music, dance, and resources to empower and, enlighten the way we look at our bodies. Love Your Tree will be at ABC Carpet & Home from Nov. 19, 2004 through Jan. 16, 2005.

vagina vérité™ is an unabashed exploration of our relationships with our vaginas through documentary photography.

Contact: media@vaginaverite.com

Photos: <http://www.vaginaverite.com/art/loveyourtree.html>

Love Your Tree website: <http://www.loveyourtree.org>

V-Day web site: <http://www.vday.org>

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