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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

### **Lela Designs is Available at The Bay**

Lela Designs is pleased to announce that the company's product is now on the shelves of one of Canada's most respected retailers, Hudson's Bay Company (HBC). The initial roll-out of Lela at HBC took place this past weekend at the following British Columbia locations; Oakridge (Vancouver), Park Royal (West Vancouver), Downtown (Vancouver), and Richmond (Vancouver).

Tina Hofer, Managing Director, states, "HBC has been in business since 1670 and is celebrating its 337th anniversary in business this year. Lela Designs, on the other hand, is a young company that is in its first really big growth phase that has been driven by an incredible response to our Spring and Fall product collections. Lela is on the leading edge of fashion and functionality and we are really proud to be associated with a pre-eminent retailer like HBC during this growth stage of our business. The HBC stores that we are in are very high-end locations and we are really excited about the way that our product has been received. With an eco-friendly and socially responsible approach to business along with fresh, fashionable and functional line, we think we offer consumers something very new and unique."

As part of the HBC launch, Lela will be featured in the Garden Party and Fashion Show on May 1st at the Oakridge location and then will be holding launch events featuring Lela at Oakridge (May 12th, 12pm-3pm), Park Royal (May 19th, 12pm-3pm), and Downtown (May 26th, 12pm-3pm). The promotional events will take place in the Lela section of each retail location and will feature the opportunity to win some great prizes, meet the designers and view the Lela line.

Lela Designs is also in discussions to outfit up to two LPGA (Ladies Professional Golf Association) playing professionals and will report further on this development when arrangements are finalized. The line has been extremely well-received within the LPGA playing community due to the functionality, fashion-forward designs and the socially responsible and eco-friendly way that the company operates.

It is a great time of year at Lela and the line is gaining momentum across North America and in international markets! The company would be pleased to meet with members of the media that would like to know more about our company, our exciting growth, and our commitment to operating in a socially and environmentally responsible manner.

**For additional information, please contact:**

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