



For Immediate Release

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New Store Puts “The Secret” to the Test

Chicago, IL –MyMantra, Internet gift retailer, opened for business this month with the purpose to change how and what you think about your life—for the better. Combining a unique mix of quality merchandise with the spiritual principles of self-actualization described in the best selling book and DVD, *The Secret*, MyMantra wants to help you live the life you’ve always imagined for yourself.

The store’s personal mantra to “bring beauty, wisdom, truth and joy to your everyday life” is reflected in its many products. MyMantra offers a variety of items handcrafted by national and international artisans. MyMantra products include jewelry, home décor, crystals and minerals and journals. From the beautiful, teardrop necklaces to the journals bearing inspirational quotes, the store will inspire and motivate you one gift at time.

Founder and chief energy officer Tiffany Green found the inspiration for MyMantra seven years ago. “Exhausted after a long day of errands, I had walked into a stationery store to buy a card for a friend’s birthday. As I approached the register, I noticed a basket of colored rocks with inspirational words. I combed through the basket, picked up a purple rock printed with the word ‘peace’ and gave it to the cashier. Later that evening, I wondered why I had bought the rock. It occurred to me that with all of my life pressures at the time, I longed for some inner peace. I couldn’t explain it but I felt more centered just holding the rock in my hand. If I had this feeling, I knew others could feel the same way,” said Green.

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MyMantra's goal is to be more than just your ordinary online store. The etailer's website features inspirational stories from guest writers on a variety of topics, including creating a sacred space and expressing yourself spiritually though the arts. In addition, the site allows individuals to submit and read inspiring stories relating to the products purchased at the store.

"People are busier than ever and looking for meaning and purpose in their lives. Modern conveniences have made it possible to pack more and more activities into already hectic days. Sometimes you just need a minute or two to remind yourself of the important things in your life," said Green. "MyMantra is an online community where you can come and visit if you just need a quick pick me up. I want it to serve as a way for customers to share with others their own personal experiences with MyMantra."

MyMantra is committed to inspiring individual lives, one thought and one word at a time. Changing lives is never easy but Green believes she and MyMantra are up for the challenge. "If I can help one person feel better about his or her life because of one of our products, I'll consider us a success," said Green.

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About MyMantra

MyMantra, Inc. brings a fresh approach to the online gift industry. The internet-based gift store provides quality products to the online spiritual community. Based in Chicago, IL, the women-owned company offers contemporary gifts that encourage spirituality, personal growth and self-expression. For more information about MyMantra, please visit www.myantra.com.