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FOR IMMEDIATE RELEASE

Today Show Takes EmmeNation Live
Supermodel Emme Launches New Women's Website

February 7, 2011 – Supermodel Emme – the nation's premier plus sized model – took her latest project live today with a National interview hosted by the Today Show. Her website, EmmeNation, is dedicated to helping women face life's challenges with a focus on maintaining a healthy self image and a balance across all aspects of their lives.

In a nation teetering between a country-wide obesity epidemic and an obsession with unrealistic body image, supermodel Emme has been an advocate for the importance of a healthy self-image for years. She is now putting her beliefs online in EmmeNation; and the Today Show is honoring that move by kicking off this week's programming to help Emme announce her move online.

Launching today, Monday February 7th, EmmeNation is a unique and dynamic web-based forum that is already becoming the trusted resource for women facing life's challenges. "I wanted to create a place for women who strive to feel good, victorious, connected, real, true, honored, accepted, blessed, grounded and filled with gratitude," says Emme.

As a grassroots online destination, EmmeNation gleans advice from been-there-done-that moms, leading thinkers and doers in the areas of body image, self esteem, health and fitness, food and the self acceptance industry. Known and unknown individuals successfully making their way through the ups and downs in life with one goal in common: to be whole.

In addition to launching her website, Emme will take her message on the road through her "*EmmeNation Whole You Tour*." The *EmmeNation Whole You Tour* is part of Emme's broader mission to create a real network designed to bring women together from across the nation and around the world. The Tour is scheduled to begin later this year and will continue throughout 2012. Dates, locations and speaker schedules to be announced.

"Everyone at EmmeNation is really excited about the launch of the website and the level of attention it is garnering," says Emme.

To see what Emme is doing on EmmeNation, please log on to: www.emmenation.com

For more information please contact EmmeNation directly at press@emmenation.com or by phone at 201 768 7592.