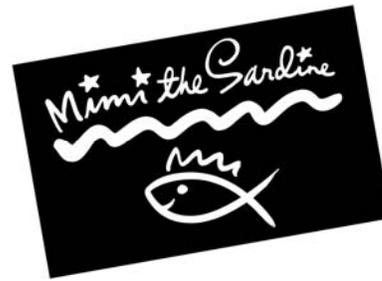


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FOR IMMEDIATE RELEASE



Mimi the Sardine brings savings and style to Corte Madera with their new store

August 9, 2011



Corte Madera, CA - Mimi the Sardine's line of organic, practical, and fun kids eating accessories and elegant and practical Mimi Home tablecloth collection are now available in a historic Corte Madera storefront, opening August 9th.

"We're celebrating our grand opening with a month of 20% discounts on the entire line so locals can eat, spill, and be happy with us!" said Pia Andersson, founder and CEO. "The lunchbugs, spillmats, bibs, aprons, and backpacks will be in full force, and we're also working on a Mimi Home collection of acrylic-coated linen-cotton blend tablecloths that continue our tradition of easy care but focus on elegance and Scandinavian design."

The new store is housed in a historic building over a century old. Customers are invited to bring youngsters for their Tuesday, August 9th opening to see Miss Marilyn, a local entertainment favorite, blow balloons and paint faces between 12 and 2 pm.

Customers can come expecting high quality Mimi products, as well as some other local favorites. "We have teamed up with Klean Kanteen, Lunchbots and Fabkins to make your visit a One Stop Back-to-School supplies shopping trip," Andersson says.

The store is located at 305 Montecito Avenue, near Old Corte Madera Square. Opening hours are between 10 am and 5:30 pm. Parking is available. Call 415-924-222 with any questions!

Mimi the Sardine makes earth- and family-friendly, playful and cool [eating accessories for children](#) and beautiful [eco-coated tablecloths](#). Their cotton fabrics are designed and produced in Sweden and our products are manufactured outside San Francisco. Their fabrics are spill-resistant, machine-washable, meet the [Oeko-Tex 100 Standard](#) and are made without [harmful chemicals](#). Visit www.mimithesardine.com for more information.

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