



NEWS RELEASE

For Immediate Release

March 24, 2010

Media Contact:

Wendy Bulawa Agudelo, Chief Maxi
978.994.1447;

wendy@periodpacks.com

PERIOD PACKS™ ANNOUNCES COMMUNITY GIVING PROGRAM *'Pink Packs' Prepare Young Girls for Menstruation*

NORTH ANDOVER, Mass. (3.24.10) – Period Packs, Inc. of Massachusetts, which specializes in theme gifts for young women entering menses, today introduces its community giving program, *'Pink Packs.'* Established by Period Packs' founder Wendy Bulawa Agudelo, the Pink Packs program is designed to serve young women seeking a basic understanding about menstruation, or the necessary tools to prepare and manage menses once it begins.

“Living in such a culturally-diverse society, the reality is that some young women have not been exposed to or yet have knowledge about menses,” said Period Packs Chief Maxi Wendy Agudelo. “This makes our program even more a necessity as our Packs provide both valuable information and the necessary items to prepare a young woman for her period. We hope that through Pink Packs, a lovely ‘celebration-in-a-box’ will be delivered to young women in need throughout the country.”

Period Packs was founded not only to properly arm young ladies with the information and ‘tools’ needed to prepare for a monthly cycle, but to also celebrate this major milestone in a young woman’s life. Similar to graduation, an engagement, childbirth, or a wedding, the onset of menses is a time of significant change for young women. Period Packs therefore seeks to shift societal mindsets about menstruation from a time of dread into a more celebratory and educated one, and delivers uniquely-designed, feminine, and stylish gift boxes. Products now available from Period Packs include the **“Original” Period Pack** and **“Tampon Time Pack”** both of which are immediately available online at www.periodpacks.com for US \$39.99.

About Period Packs, Inc.

Period Packs™ is a company specializing in theme gifts for young ladies entering menses. Based in Massachusetts, the company was founded by a mom with a pure mission to ‘welcome young ladies to womanhood.’ Through a series of uniquely designed gift boxes, Period Packs aims to bring a sense of celebration and understanding about the onset of menses to young ladies around the world. For more information about Period Packs, or to order Period Packs merchandise, please visit www.periodpacks.com.

###