

## **New York Company Dares to Bare it All**

*Ecommerce Company Dare to be Naked Offers a Natural, Low Cost Solution to Get Rid Of Cellulite*

**New York, NY; Saturday, July 25<sup>th</sup>, 2009** – New York company Dare to be Naked launches its website [www.daretobenaked.com](http://www.daretobenaked.com) with an exciting lottery for customers. The company's newly launched web site features a downloadable guide to help women not only rid the body of cellulite naturally through a series of simple activities and tools that take only moments a day but combines these techniques with an overall toning routine to improve the whole body..

Founder Kim Russo explained her beliefs that 'being model thin is passé and unrealistic in many cases as unhealthy methods are employed. Healthy fit is the new model thin.' Russo continues speaking of the business's key goals by saying, "I'm a busy entrepreneur with little time for a consistent fitness routine. I've been using these easy tips and tools for years to keep my body in peak condition. After being asked so many times how I stay in such great shape, I finally decided it was time to share my secrets to a youthful and sexy appearance with the world."

In celebration of the launch, each customer who purchases the downloadable guide is entered into a cash lottery. The lucky winners will not only learn to improve their appearance with the Dare to be Naked natural solution to cellulite, but will also win \$2,500. The Dare to be Naked Contest is based on company sales, so for every 5,000 orders, someone will win a \$2,500 sweepstakes prize until November 1<sup>st</sup>, 2009. Winners will be notified via Email.

Dare to be Naked encourages its customers to maintain a healthy lifestyle, exercise and diet. Regardless of how easy it may be to simply utilize the information in the guide for a virtually cellulite free body, your health depends on simple workouts and cardiovascular activity, Russo also provides 10 quick health tips as she feels 'diets do not work long term. You must change your eating habits.' The challenge many of their customers had was simply the appearance of cellulite regardless of workouts or exercise. Russo's techniques will work independent of exercise; however, she recognizes that exercise is important for optimum health.

She continued to explain the lottery and the benefit of being able to encourage women to feel better about their bodies. "The \$2,500 prize gives every one of our customers encouragement to try out our low cost alternative to the expensive creams and plastic surgery procedures. The prize will also allow the winners to celebrate their new healthy fit bodies and splurge on new bathing suits, trips to the beach and all of the other things they've been missing out on for so long because of their cellulite."

### **About Dare to be Naked**

Dare to be Naked is a recently launched New York based company offering downloadable guides to naturally removing the appearance of cellulite with just moments a day. The company offers healthy living advice and easy all natural tools for women who want to improve their appearance. For more information on

Dare to be Naked, visit [www.daretobenaked.com](http://www.daretobenaked.com). The Dare to be Naked downloadable guide is designed for women who want to improve the appearance of their bodies, improve their “post baby bodies,” get back their old silhouettes and be virtually cellulite free without expensive creams and overpriced surgical procedures. The guide is priced at only \$20, comes with a free copy of Kim’s “Top 10 Health Tips” and is available for download via the website.

#### **About Kim Russo**

Dare to be Naked is not Kim Russo’s first venture into entrepreneurship. Russo started her first business from her living room with less than \$1,000 in the bank and a lot of debt. She single-handedly grew the business and now boasts a worldwide client base and multiple companies.

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Media kits & interviews available on request.

Contact: Kim Russo

Dare to be Naked

<http://www.daretobenaked.com>