

# HEALTHY WEALTHY WOW

*Reality Radio & Monthly Gatherings for Women Who Believe in the Beauty of a Balanced Life*

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## **PEARLS WITH A PURPOSE: A NEW LEHI COMPANY, *MY PRINCESS PEARLS*, MAKES GIVING, AND GIVING BACK, A PRIORITY!**

***Wendy Bird, Owner of My Princess Pearls teams up with Healthy Wealthy Wow Reality Radio to host new segment on 1400 AM weekdays at noon***

Orem, UT, May 26, 2004 -- Wendy Bird joins with Robbie and Kim, co-hosts of Healthy Wealthy Wow Reality Radio for Women who Believe in a Balanced Life, to host a weekly segment. Wendy will be discussing her company, My Princess Pearls, women in business, and the opportunities for humanitarian involvement in third world countries.

Beautifully designed, handmade pearl jewelry at an affordable price was the business goal of Wendy Bird when she started My Princess Pearls just 1 ½ years ago. A jewelry designer, Wendy fell under the spell of the legend and history of the pearl. Knowing she wanted to create a line of pearl jewelry, she spent 9 months looking for an affordable source of pearls for her company. It was in a small village in the Philippines that it all came together.

Amara, the main pearl source, was manager of an Architectural firm prior to learning the pearl trade. As she says, "I realized sadly that my salary was not enough to feed the families of my less fortunate countrymen, so I quit my job and began to teach skills to those in need, and that was 12 years ago." She has trained many of the people in her village in the art of jewelry making. Wendy was certain that she'd found the source she was seeking. According to Wendy, "The craftsmanship is excellent, the pearls are of the highest quality, and the price is affordable" But the other, and equally important piece of this business decision is the humanitarian part. Amara teaches those in the squatters villages the skill of jewelry making, which means they eat each day. Partnering with Wendy has meant a major source of income for Amara and her neighbors. While this has been a significant improvement in working conditions for many families, they still desperately need food, clothing and educational supplies. Wendy saw the need, and committed her company to help.

According to Wendy, "My cause is not merely making and importing genuine pearl jewelry – it is changing lives, giving hope!" Wendy's company, with the help of her community, has begun sending humanitarian aid and boxes of supplies on a regular basis to the village. She has also started a program in which all customers who donate any humanitarian item will receive ten percent off their order.

*My Princess Pearls* makes a wide assortment of pearl items – perfect for graduation and wedding gifts (think bridesmaids!), church occasions – anytime a thoughtful, personal gift is in order. Some are specially packaged with poems for specific occasions, and all are surprisingly affordable! *My Princess Pearls* are available at Latter-Day Harvest, Mormon Handicrafts, and many other outlets.

Kim and Robbie, have had her design a special Healthy Wealthy Wow Necklace, which according to Kim is "Beautiful, elegant enough for a formal occasion, yet I wouldn't hesitate to wear it while volunteering in my child's class at school -- Pearls are so versatile!"

For a beautiful gift for yourself, or someone else, and the knowledge that your purchase will go toward helping a village in need, *My Princess Pearls* is your solution!

Contact info: [www.myprincesspearls.com](http://www.myprincesspearls.com) or 801-635-6591

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**ABOUT WENDY BIRD;**

Wendy is the Owner of My Princess Pearls of Lehi, UT. She is originally from California, and she has lived in Utah for the last 16 years. She attended BYU and the University of Utah. She is the mother of 5 children.

**ABOUT HEALTHY WEALTHY WOW:**

Healthy Wealthy Wow Reality Radio & Grapevine Gathering for Women Who Believe in the Beauty of a Balanced Life!" was created for women by women to share trusted information usually communicated through the grapevine between women, family and friends! Healthy Wealthy Wow was created to reach women who make 85% of consumer purchases and who trust the referrals of family and friends over advertising. HWW provides "grapevine Marketing" which includes daily reality radio at noon, 1400 AM, 24 hour HWW internet information, monthly face-to-face HWW Grapevine Gatherings where women can connect, and much more.

For information, contact [kim@healthywealthywow.com](mailto:kim@healthywealthywow.com), or call 801 756-8355.

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