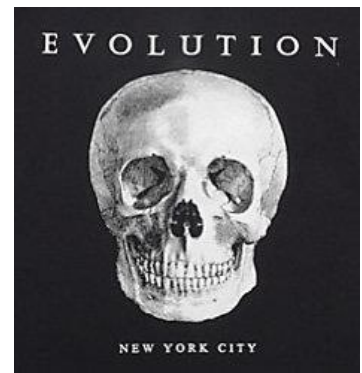


FOR IMMEDIATE RELEASE

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THE EVOLUTION STORE - THE SOHO, NEW YORK-BASED GIFT AND HOME DÉCOR RETAILER - CELEBRATES ITS 20TH ANNIVERSARY.

NEW YORK, NY - JULY 2013 - THE EVOLUTION STORE is celebrating 20 years in business at its Spring Street location in New York City's Fashionable Soho Neighborhood.

Since **1993**, **THE EVOLUTION STORE** has been offering New Yorkers, along with thousands of tourists, a haven of collectibles, artifacts, taxidermy, insects, jewelry, home accessories, toys, gifts and one-of-a-kind items in a unique and intimate setting.

Open seven days week and rarely closed, the store and website give everyone the opportunity to view and own some of the most exceptional and unusual items in the world.

Owner and curator William Stevens can often be found in the store merchandising his finds from around the world or simply chatting with the hundreds of customers who visit the shop daily, many of whom have been enjoying the collection and shopping in the store since it first opened.

Stevens and his staff of experts and professionals search the globe daily to obtain exclusive finds to keep the store's collection constantly expanding and thriving. The store's knowledgeable and enthusiastic sales team encourages browsing and assists customers with every possible request and inquiry with ease no matter how unusual.

The on-location entomology department custom crafts thousands of special orders a year to meet the desires and imaginations of countless customers, devotees and enthusiasts.

Stevens' love of curiosities from the areas of entomology, paleontology and anthropology is truly what makes The Evolution Store such a distinctive and enduring retailer. His passion and dedication to the store and its collection is being passed down to his family who will continue the business with him for years to come.

For further information please visit:

<https://www.facebook.com/theevolutionstore>

<http://pinterest.com/evolutionstore/>

<https://twitter.com/TheEvolutionNYC>

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ABOUT THE OWNER

The Evolution of The Evolution Store begins with William Stevens.

Born and raised in New York City, William, or Bill to his family and friends, began his love of collecting as a child. His father would bring Bill exotic and unusual finds, such as framed insects, from his travels as an advertising executive. It is these treasures that have influenced and inspired Bill throughout his life.

He started his professional career in photo retouching for the advertising field. He enjoyed the independence the industry allowed him to pursue his true passions - traveling and accumulating his collection. During this time Bill often frequented the famed store Maxilla & Mandible on Manhattan's Upper West Side. There he not only became a very good customer, he befriended the owner.

In the early '90s Bill decided to leave his career and start a new path.

In 1993 he started **The Evolution Store** on 120 Spring Street in New York City's Soho neighborhood. With only the assistance of his cousin Jill behind the counter, he opened the doors. Unfortunately in the beginning there was very little interest from customers.

It wasn't until he decided to hang a full size human skeleton outside the front door that people started to take notice of the store. This item remains an Evolution Store classic and twenty years later one still remains at the front door greeting the hundreds of customers who now walk in on a daily basis.

Gradually the store became a well-known stop among other collectors and curiosity seekers. Tourists, students, artists and celebrities browse the store regularly in search of one-of-a-kind items.

In 2005 the website was started to send **The Evolution Store's** items around the world. Its success, along with multiple mentions in magazines, books, television, and websites and rentals to stylists helped launch the store into national and international fame.

His daughter Julianna started working at the store at age five handing out seashells to customers. She is now Director of Sales. Together they are working toward future projects including expanding the website, launching a wholesale line and creating original products.

Despite all of his success what Bill still enjoys most is spending his days at his store, talking to his customers, merchandising his vast collections and traveling in search of new treasures. He has no plans to stop and looks forward to continuing his journey with his family.

ABOUT US



A landmark in Manhattan's Soho art district since 1993, The Evolution Store is NYC's premiere retail destination for science and natural history collectibles, artifacts, gifts, and home furnishings. Our store offers a museum quality atmosphere creating a unique and intimate shopping experience.

We are a valuable resource for educators, students, and an “oasis” for children. We have co-sponsored activities with the City of New York Department of Cultural Affairs and the New York State Council on Arts. We are a member of the Retail Council of New York State.

Our ecommerce website offers the opportunity to purchase many of our items and have them shipped anywhere in the world, allowing our national and international customer base to own our items no matter where they live.

We also loan to publications, television and film and rent to photographers and stylists. We welcome custom and special orders, and accept consignments.

The Evolution Store is licensed by the U.S. Fish and Wildlife Service and New York State Department of Environmental Conservation, Division of Fish and Wildlife. The New York State Department of Health's Tissue Resource program has licensed Evolution as a Non-transplant Anatomic Bank.

ABOUT OUR ON-SITE ENTOMOLOGY DEPARTMENT

We have an entomology workshop staffed by talented experts in the field, and our sales personnel are helpful, knowledgeable, and enthusiastic. Our specimens are obtained from paleontologists, entomologists, anthropologists and others who supply museums and private collectors from all corners of the world. All of our items are legally obtained and can be legally sold in New York State.



All our insects are legally obtained and have been cleared by U.S. Fish and Wildlife Service. We do not sell any insects listed in the Endangered Species Act. Most of our insects come from insect farms located in some of the most exotic tropical and subtropical regions on earth. Insect farming provides income for indigenous peoples, eliminates the burden on wild caught species, and promotes the maintenance and care of natural environments rather than its exploitation, as is often the case

with other agricultural businesses.



Our framed insects are a favorite of museums, educators and students as well as artists, decorators and individual collectors.

We make our own frames, spread and mount our own insects, and welcome custom orders.

Customers can come to the store to look through our cabinets of loose specimens at any time, but our Entomology Department is open only **by appointment (11am-7pm Monday through Friday)**. To make an appointment or discuss your special project please email entomology@theevolutionstore.com.



OUR PRODUCTS



Insects



Fossils



Taxidermy



**Replica Skulls
and Skeletons**



**Real Skulls
and Skeletons**



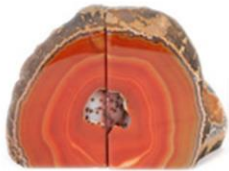
Posters



**Anatomical
Models**



Jewelry



Minerals



Sea Life



Home Accessories

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entomology@theevolutionstore.com