



FOR IMMEDIATE RELEASE

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Hope For Women Fair Trade Greeting Cards and Packaging Converted to 100% Green

Burlington, VT – Hope For Women, America’s leading Fair Trade greeting card company, honors their commitment to sustainability by converting all product aspects to being environmentally friendly – from compostable plastic wrap to recycled paper.

Hope For Women Fair Trade greeting cards from India are packaged in an EarthFirst® PLA film, a compostable plastic wrap material made from corn. The packaging is printed on 100% recycled paper, which in turn can be recycled. The cards are made from 100% tree free paper, handmade from recycled cotton rag scraps. Both the cards and packaging are printed with non-toxic vegetable based ink. The flowers and ferns used in the card design are grown using organic farming methods or are sustainably harvested in the wild.

“We aim to have the highest standards in all aspects of our business, and will continue to look for ways to improve and be as Earth-friendly as possible,” comments Evan Goldsmith, President of Hope For Women. “Our commitment to environmental sustainability builds upon our founding commitment to provide economic sustainability to the artisan women who handcraft the cards in India.”

Goldsmith developed Hope For Women after working with economically disadvantaged artisan women in India, and founded the company to market the women’s high quality products and provide them with stable employment. Hope For Women currently carries four collection lines of handmade greeting cards; Garden, Valley, Mountain, and Meadow; each hand-crafted and designed by artisan women in India, using hand-pressed flowers, herbs, and grasses found in each of their particular regions of the Himalayas.

Hope For Women has also recently been approved as a “green” company in the green web search offered by Green Maven (www.greenmaven.com) and is included in the Co-op America National Green Pages (www.coopamerica.org/pubs/greenpages/). The cards are distributed to over 400 vendors in 46 states.

Hope For Women is a Vermont based socially responsible for-profit organization committed to providing sustainable employment to economically disadvantaged women worldwide. Hope For Women is a proud member of the Fair Trade Federation. Every woman is paid a fair, livable wage under safe and healthy working conditions. Hope For Women has offices in Burlington, Vermont and Dehra Dun, India and can be found online at www.hopeforwomen.com.

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