



FOR IMMEDIATE RELEASE

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***HOPE FOR WOMEN FAIR TRADE GREETING CARDS
NOW AN APPROVED VENDOR
IN FOUR REGIONS OF WHOLE FOODS MARKET® STORES***

Burlington, VT – Evan Goldsmith, President of Hope For Women, America’s leading Fair Trade, eco-friendly greeting card company, announces Hope For Women has been named an approved vendor in four Whole Foods Market regions, totaling 114 stores, across the United States.

“Our product can now be found in 14 Whole Foods Market stores in the North Atlantic region, which includes Portland, Maine and the Greater Boston area. We are an approved vendor in the Northern California region and Southern Pacific region, with products launching in multiple stores in these regions throughout 2008. We are also flourishing in the Midwest region – we are in 24 stores there with re-orders and impressive feedback,” explains Goldsmith.

“Hope For Women’s greeting cards offer women around the world the opportunity to improve their lives through business and art. Whole Foods Market recognizes this mission driven approach to better living through cooperation and sustainability,” said Lily Holmberg, Midwest associate Whole Body coordinator for Whole Foods Market. “Shoppers love these cards because, when given or received, they share this beauty and hope and bring us all a little bit closer together.”

Founded in 1980 as one small store in Austin, Texas, Whole Foods Market® is now the world's leading retailer of natural and organic foods, with more than 270 stores in North America and the United Kingdom. To date Whole Foods Market remains uniquely mission driven: highly selective about what they sell, dedicated to stringent Quality Standards, and committed to sustainable agriculture.

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.

“On behalf of the Hope For Women organization and artisans, we truly embrace both our Fair Trade products and socially responsible mission and we applaud people in these areas for helping set the trend of Fair Trade product distribution in the United States,” Goldsmith states. “As our distribution grows, the more women we are able to provide with economic stability, livable wages, and hope for the future.”

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, ensuring that 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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