



The Hopie Company, LLC

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For Immediate Release

THE HOPIE COMPANY ANNOUNCES LAUNCH OF PRODUCT

San Diego, Calif. (February 11, 2004) -- What do you typically give as a gift to a loved one facing a difficult time? Flowers? A box of candy? A basket of fruit? While thoughtful, these gifts don't provide anything lasting or personal. And, a card often times just doesn't seem like enough.

The Hopie Company introduces a simple and meaningful new way to show your support to a loved one: the Hopie™.

Hopies are beautiful scarves made of crepe de chine with areas on which you can write personal messages with an enclosed pen. The Hopie can then be worn or held as a constant and lasting reminder of the love and support enveloping them. In fact, the name Hopie means "I am surrounded by hope."

Rather than flowers that wilt and die or food that cannot be enjoyed by patients on restricted diets, the gift of a Hopie™ will be a treasured gift of encouragement. They make for a great group gift as there are places on each scarf for numerous notes. Or, they can be completely individual and personal – one person can fill each area with a "remember when" thought, allowing the recipient to focus on good times and happy memories, hopefully helping them through a difficult time, such as chemotherapy, surgery/hospitalization, bed rest or any other time when a little extra encouragement is needed.

There are five different bright and cheerful designs: Dreams, Fruity Tropics, Love, Rainforest Tropics, and Wishes.

Each Hopie comes complete with its own gift bag, coordinating pen and gift tag. They retail for \$40 and are available at [www.hopie.org](http://www.hopie.org). What's more, 10 percent of the proceeds from the sale of each Hopie™ will be donated to organizations who aid in cancer research such as the American Cancer Society and the Susan G. Komen Breast Cancer Foundation.

Family owned and operated, The Hopie Company was founded by a San Diego couple, Mark and Ashley Hellickson, who were searching for a unique way to show their love and support for their sister Kate during her fight against breast cancer. Each member of Kate's family wrote a message to her on a silk scarf, which she then held close and drew strength from during that trying time. Since then, the Hopie has helped many others show their support to loved ones in their time of need.