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For Immediate Release

Heirloom Candles Chosen as Featured “Green Product” at 2008 AmericasMart® Gift Show

Husser, Louisiana — Heirloom Candles, the new 100 percent pure soy moisturizing candles from Louisiana producer, Karen Schumacher, was chosen as a featured “green” product at the recent AmericasMart® Atlanta wholesale gift show.

“We were very excited to be recognized for our product,” Schumacher said of her candles. “My husband and I are farmers and really value what nature has provided us. We worked diligently to create a product that reflects our values.”

Heirloom Candles, which feature fragrances of the American South, are 100 percent recyclable. Once either the 4.4 oz. travel tin or 12 oz. glass container are emptied, they can be recycled or repurposed. Packaging for the larger container consists of a recyclable Kraft tube that fits the glass so closely there is no need for extraneous packaging. All materials are sourced domestically to reduce the products’ environmental footprint. Hand pouring and hand packaging not only ensure the quality of the candles, it means emissions are almost nil.

Schumacher, who until recently has kept a sales focus close to home in Louisiana and Mississippi, said her first trip to the AmericasMart was a success.

“I didn’t really know what to expect,” she said. “The number of exhibitors was overwhelming, but the green showcase in particular led to a number of orders. I can proudly say we now are carried in gift stores across the U.S.” The company also has a new web site at www.heirloomcandles.com offering retail, wholesale and private-labeling opportunities.

Held in mid-July, the Fall gift showcase is one of two major wholesale gift shows held by the AmericasMart each year and targets buyers for the upcoming holiday season. AmericasMart® Atlanta is the industry’s No. 1 order-writing facility for gifts, home furnishings, home decor, gardens and apparel. It is the largest permanent wholesale marketplace of its kind in the world.

About the Company

Heirloom Candles (www.heirloomcandles.com) is the maker of moisturizing soy oil candles scented with classic fragrances inspired by the gardens and countryside of the American South. Made entirely of U.S. products using sustainable and environmentally-friendly practices, the purity of the soy oil and skin-safe fragrance allow it to be used as a skin-softening moisturizer as well as a candle product. Karen Schumacher founded the company in 2001 with her husband, Hank, who also operates a working cattle ranch in the South Louisiana town of Husser. Fully committed to the communities it serves, Heirloom Candles supports a number of charitable organizations particularly those that support children and agriculture.

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