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CONTACT: Melissa Collins, 831-687-0910  
mcollins@livity.org

## Eco Goods and Livity Outernational to Highlight History of Hemp Farming in Santa Cruz, California at Special Event

### Nearly Two-Hundred 'Hemp History Week' Events Planned in Thirty States

**Santa Cruz, CA** – On May 19, 2010, Eco Goods and Livity Outernational will host a hemp fashion show and informational forum celebrating the **1<sup>st</sup> Annual Hemp History Week**, a national grassroots education campaign taking place from May 17-23, 2010, being organized to renew strong support for hemp farming in the United States. **The fashion show and educational forum will be held on May 19<sup>th</sup> from 3-6 pm at Eco Goods in downtown Santa Cruz, 1130 Pacific Avenue Santa Cruz, CA 95060.**

In addition to events in all 50 states, organizers expect the campaign to collect at least 50,000 hand-signed postcards addressed to President Barack Obama and Attorney General Eric Holder asking them to end the ban on hemp farming and let farmers grow the versatile and profitable crop.

"Hemp was once an important crop for George Washington, Thomas Jefferson and thousands of American farmers across the country, including farmers here in California until it was outlawed completely in 1970 by the Controlled Substances Act. **Hemp History Week** will help residents of Santa Cruz learn about our rich hemp heritage as well as the tremendous environmental and economic benefits that would come with growing hemp in America once again," explains local event organizer Melissa Collins.

In addition to volunteer-run events nationwide, natural product retail outlets are participating in **Hemp History Week** by sampling best-selling hemp products in their stores including: Nature's Path's **Hemp Plus<sup>TM</sup>** Granola Cereal, Sunny Hemp<sup>TM</sup> Granola Bars and **Hemp Plus<sup>TM</sup>** Waffles; Living Harvest Foods **Tempt<sup>TM</sup>** hemp milk and frozen desserts; Nutiva's organic shelled hemp seed and Dr. Bronner's Magic Soap. A complete list of events can be found at <http://hemphistoryweek.org>.

Sustainable hemp seed, fiber and oil are already used in nutritious food, textiles, body care and even auto-parts. Companies like Ford Motors, Patagonia, and The Body Shop, in addition to Hemp Industries Association members such as the companies listed above use imported hemp in their products with broad acclaim.

**Hemp History Week – May 17-23, 2010** is an unprecedented industry-wide project initiated by The Hemp Industries Association and Vote Hemp, involving hundreds of hemp manufacturers and retailers. **The Hemp Industries Association (HIA)** is a non-profit trade group representing hemp companies, researchers, farmers and supporters. **Vote Hemp** is a national, single-issue, non-profit advocacy group founded in 2000 by members of the hemp industry to remove barriers to industrial hemp farming in the U.S. through education, legislation and advocacy. While 16 states have passed pro-hemp farming legislation to date, Hemp History Week organizers want to influence significant policy changes on the federal level as well.

Further information, along with a full list of sponsors can be found at: <http://www.hemphistoryweek.com>

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Christina Volgyesi  
Project Coordinator  
(503) 528-4369  
christina@thehia.org

