



Hemp: Our Heritage, Our Future

www.HempHistoryWeek.com

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Sustainable Apparel Company *prAna* Sponsors Fourth Annual “Hemp History Week”

Hemp Clothing Demonstrates Versatility, Comfort, and Eco-Friendly Appeal of Hemp Textiles

WASHINGTON, D.C. — prAna, maker of high-quality fitness and outdoor apparel, has announced its sponsorship of the fourth annual *Hemp History Week* to be held from June 3–9, 2013. The theme of the 2013 campaign is *Hemp: Our Heritage, Our Future*. As a manufacturer of hemp clothing and accessories for men and women, prAna is the first clothing and lifestyle brand to join the chorus of companies supporting the cause of bringing hemp farming back to American soil. Promoting hemp and its myriad uses complements the brand’s commitment to economic, social, and environmental sustainability. The demand for and use of hemp textiles in the fashion industry and green-lifestyle products is growing fast. Hemp is one of the preferred fibers for prAna products, given its breathability, durability and low environmental impact.

“Consumers want the products they buy to reflect their personal commitment to healthy lifestyles and environmental responsibility,” says prAna Director of Sustainability, Nicole Bassett. “Hemp clothing has come a long way, the fabrics now are softer and finer. You still get that durable fabric made from a unique plant that is often grown without added irrigation or fertilizers, so its environmental impact is lower. Hemp clothing makes a statement. We’re combining contemporary design and style with sustainable materials, and our new hemp line is a perfect example of how well these values can complement each other when choosing clothes.”

Hemp blend textiles are showcased in prAna’s new Spring 2013 line. Items made with hemp include yoga and fitness apparel for men and women, tops and shrugs, and casual crop pants and shorts as well as canvas rucksacks, hemp satchels, hip packs and tote bags. For further information about prAna’s hemp products, see www.prana.com.

Now in its fourth year, *Hemp History Week* is an industry-wide effort made possible by the support of leading natural product brands that are known for manufacturing the highest-quality hemp products. Hemp can be used for a wide variety of applications, including foods, cosmetics, clothing, building materials, auto parts, and many others. The sponsors of *Hemp History Week 2013* include Dr. Bronner’s Magic Soaps, Living Harvest Foods, Manitoba Harvest, Nature’s Path Foods, Navitas Naturals, Nutiva, prAna and Vega. *Hemp History Week 2013* will feature an estimated 850 events in cities and towns throughout all 50 states. More information and a promotional video for the campaign are available at www.HempHistoryWeek.com.

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Hemp History Week, June 3–9, 2013, is an industry-wide initiative of the Hemp Industries Association (HIA) and Vote Hemp. The 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. For further information, please visit www.TheHIA.org and www.VoteHemp.com.