

## **PRESS RELEASE**

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### **Shop the Globe without Costing the Earth!**

Two friends are calling on women around the globe to join them in creating a social network through an exciting venture that has this year brought hundreds of women together to talk and shop.

With their new enterprise Sweet Notions, Jessica Stricker and Shannon Hopkins collect and restore beautiful accessories that have been donated from people & stores worldwide. They then sell the items through unique boutique events hosted in homes, places of work and community centers, with the aim of creating an alternative shopping experience that values social contact. Profits are subsequently injected into innovative social enterprises and social justice projects worldwide.

'We started this company because we believe we can do small and fun things that create big change,' Shannon Hopkins said. 'We are encouraging people to shop within their local communities but to think globally.'

Environmental as well as social values drive Sweet Notions. It is an enterprise that respects the environment while raising awareness among others of the principles of reusing and recycling.

In addition to passing on the profits, Hopkins and Stricker want to impart knowledge to inspire other women to create new social projects. With this in mind, they have just produced an interactive discussion kit that gives women tools to explore their creativity and consider social and environmental values, as well as to encourage them to create new projects that can change the world.

'Sweet Notions is a natural initiative for us. We both love accessories, and we know how to create a fun event, but most importantly we wanted to set up an enterprise that got women sharing, encouraged them, and helped to spawn other initiatives with social meaning,' Stricker said.

The duo have already set up successful boutique shows in the US, and have received interest from major UK companies looking to expand their recycling programs and host alternative staff-bonding activities that give back to the community. Meanwhile, thousands of accessories have been donated by individuals, boutiques and designers around the world.

"By partnering with Sweet Notions, not only do you have the chance to buy a unique accessory, you are also being kind to the environment and contributing to exciting projects around the globe," Hopkins added.

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