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The HopeFULL Gift Pack IS NAMED A 2012 Silver EDISON AWARD WINNER

The HopeFULL Company's HopeFULL Gift Pack Wins at NYC Ceremony; Awards Celebrate 25 Years of Honoring Innovators and Innovation

Chicago, IL – April 27, 2012 – The Edison Awards, celebrating 25 years of honoring the best in innovation and excellence in the development of new products and services, announced today that The HopeFULL Company was voted a Silver winner. At the sold-out April 26th event in NYC, Company owners Jessica Welsch and Stephanie Williams joined hundreds of senior executives from some of the world's most recognized companies to acknowledge the hard work and commitment of all of the 2012 Edison Award winners.

Being recognized with an Edison Award has become one of the highest accolades a company can receive in the name of innovation and business. The awards are named after Thomas Alva Edison (1847-1931) whose inventions, new product development methods and innovative achievements literally changed the world, garnered him 1,093 U.S. patents, and made him a household name around the world.

"As the pace of innovation quickens and the "race to next" becomes ever more competitive, it's increasingly important to take a moment out of our hectic lives to recognize excellence in innovation and greatness in the teams of innovators who make our future. We are honored to present The HopeFULL Company with an Edison Award as one of the leading innovators of today and tomorrow," says Thomas Stat, 2012 Edison Awards Steering Committee Chairman.

The ballot of nominees for the Edison Awards™ was judged by a panel of more than 3,000 leading business executives including past award winners, members of the Marketing Executives Networking Group (MENG), academics and leaders in the fields of product development, design, engineering, science and medical.

This year, in a comprehensive, peer-review process, the nominees were judged on a new set of evaluation criteria developed in partnership with Nielsen. The new criteria establishes a new definition of innovation, leveraging the primary assessment themes of *Concept, Value, Delivery* and *Impact*

Danny Forster of SCIENCE's "Build It Bigger" emceed the April 26 ceremony at the historic Capitale ballroom in New York. One of the evening's many highlights was the presentation of the prestigious Edison Achievement Award to TED Curator, Chris Anderson. The award honors innovation leaders and business executives who have made a significant and lasting contribution to innovation throughout their careers. The Edison Achievement Award serves as inspiration to future innovators and to the world at large.

Company co-owner Jessica Welsch stated; "We are truly honored to be recognized along side such inspirational and acclaimed innovators. Winning an Edison Award is not only affirming, but it inspires us to continue to our broaden our mission and help more people who are experiencing eating difficulties."

In addition to the Awards Gala, the annual Edison Awards program encompassed multiple events over a two-day period including a 25th Anniversary Opening Reception, <http://www.edisonawards.com/MeetTheInnovators.php> [Meet the Innovators Forum](#) and the *Innovators' Showcase*, which offered guests a hands-on experience with many of the winning products.

About the Edison Awards

The Edison Awards represent the spirit of innovation personified by Thomas Edison, inspiring America's drive to remain in the forefront of creativity and ingenuity in the global economy. Sponsors of the 2012 Edison Awards include: Nielsen, USA TODAY, Discovery Communications, SCIENCE, CSRware,

applepeak and ViridiSTOR. For more information about the Edison Awards and a full list of winners, visit <http://www.edisonawards.com>.
