



## **FOR IMMEDIATE RELEASE**

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### **Company's New Name Announced at Leadership Convention**

*Hundreds gather at meeting to hear Home & Garden Party's new business strategy*

**MARSHALL, Texas (Grassroots Newswire) March 8, 2009-** Home & Garden Party, a leading direct seller of home décor that recently acquired the assets of Home Interiors, is proving that it is investing in its future success. During a leadership retreat called "Together We Can," which was held February 26-28, at the Cincinnati Convention Center in Ohio, some 850 leaders from both companies were the first ones to hear the announcement of Home & Garden Party's new branding efforts. The company has renamed itself *Celebrating Home* and is now the largest direct selling home décor company in the nation.

"*Celebrating Home* will shape the future of our industry and will positively impact the way our Designers currently operate. We were really excited to release the news during the conference," said Penny Carlile, co-founder of Home & Garden Party. "We took advantage of having our best and brightest all under one roof by breaking important news regarding our new *Celebrating Home* business strategy."

"*Celebrating Home* was built on the foundation of two industry icons," said Heather Chastain, president of *Celebrating Home*. "Our new leadership development plan combined with our incredible home décor and entertaining product collections will provide our Designers with outstanding opportunities for unlimited earnings for themselves and their families."

Besides announcing the company's new name, the leadership event was also designed to provide an open door for income opportunities in tough economic times, said Penny and Steve Carlile, founders of Home & Garden Party. With a Designer base of

predominately women, the leadership retreat held forums for networking and shared learning experiences. "By having many of our future leaders assembled in one location, we created a unique environment in which ideas and motivation were exchanged," said Steve Carlile. "We know our Designers made the most of this training opportunity."

The company-sponsored leadership retreat included several training workshops, as well as a special address delivered by Emory Austin, the guest speaker of the event. Austin – a revered author of "Your Inner-Space Odyssey," "For the Love of Students," and "Beyond Twin Peaks," and motivational speaker – encouraged Designers to incorporate their own personal strengths into their approach to business.

Visit our *Founders' Legacy* at [www.celebratinghome.com](http://www.celebratinghome.com) to learn more about what makes *Celebrating Home* the company that every woman can believe in and be a part of today...from the beginning.

### **About *Celebrating Home***

*Celebrating Home*, headquartered in Marshall, Texas, offers high-quality products to decorate and enliven homes, including stoneware pottery, candles and fragrance lamps, wall décor, gourmet food mixes, dining and entertainment pieces and accessories for your home and garden. *Celebrating Home* enables thousands of women across the United States to earn extra income, have fun and make friends while working from home as Designers.

Additional information about *Celebrating Home* products or business opportunities is available via the company web site at [www.celebratinghome.com](http://www.celebratinghome.com) or by contacting Jerry Benson, executive vice president of Administration at 903.935.4197 x 4210 or [jbenson@hgpcorp.net](mailto:jbenson@hgpcorp.net).