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FOR IMMEDIATE RELEASE

Don't Just Wear KUSIKUY - Live It!

Brattleboro, VT - KUSIKUY knits are all about fairness and practicality. All clothing is hand made of the world's finest alpaca and llama fleece, a rare specialty fiber found in the remote Andes mountains of South America. This fleece is six times warmer than lambs wool, softer than cashmere, and incredibly durable. It is not unusual to have a favorite alpaca sweater that is more than 10 years old and still looks new!

The new women's Eco Hoodie (\$88 retail) is one of these classics. Featuring a double lined hood, front pockets, and stylized inner sport stripe, this sweater is hand made entirely of natural, undyed alpaca/llama blended fleece. And it's machine washable.

The eco Hoodie is just the sweater you would want to pack when embarking on a tour to Bolivia to visit the KUSIKUY knitters.

KUSIKUY, pronounced koo-see'-kwee, means "make yourself happy" in the Andean Quechua language spoken by many knitters. At KUSIKUY we invite the wearer to not only make themselves happy with our product's fine detail, quality and durability but to also get to know the knitters themselves.

KUSIKUY's annual 10 day Eco Tours include visits to knitters in their colonial villages, a chance to meet with the knitters, share lunch, play, knit, relax, and safely enjoy Bolivia off the tourist route. English speaking guides lead this amazing opportunity to experience some of the most authentic indigenous cultures. Tour dates for 2007 are March 14 - March 24, 2007. Tours cost \$1,200 which includes all in-country

transportation, food, lodging, and entertainment. More information can be found at www.kusikuy.com or by calling KUSIKUY at 1-866-KUSIKUY.

Can't make the tour? Interactive Fair Trade presentations are available in the New England region, often with large pots of chairo served, a traditional Bolivian soup that is a favorite of the knitters. We also offer Andean music CDs of the popular folklore tunes knitters listen to while knitting. And we sell the hand alpaca spun yarn for your own projects. We invite people to see, taste, feel, and hear the world of the KUSIKUY knitters, and the world where our garments comes from.

KUSIKUY is available online at www.kusikuy.com and retails at specialty boutiques across the country. Check www.kusikuy.com for the location nearest you.

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