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Winning Appleton Career Academy Student Design Announced

- Design students from Appleton North High School's Career Academy learned last week which of their concepts will be included on a national promotional item for Hoffman LLC. The announcement was made at a reception held on Wednesday, April 23, 2008, from 5:15 – 6pm, at the new downtown Appleton offices of Hoffman, a planning, design, and construction management firm.

- Nearly sixty people, including students, parents, school staff, and Hoffman employees were in attendance.

- The winning design was created by the team of Alison Rath, Mia Russell, Kayla Titel. Their *Artist Statement*, which explains their inspiration for the concept and what it means to them, reads:

Birds, fish, sea life, leaves, trees and other aspects of nature are intertwined throughout this design. These animals resemble the creatures impacted negatively by the *plastic* bags we use today. As a *canvas* bag user, the "hidden" life in this design will catch ones eye, and keep it there. The human figure can resemble Mother Nature but also can symbolize the people who are using the bags. This resemblance will help to show how minor changes can save the earth and work with nature. Hoffman has been striving to create a physical environment to help both the world and its population. This bag and its design illustrate Hoffman's approach of vision to the power of green. The earth is used as the eye's pupil to portray this ambition. Saving the earth and its living things, this project will impact the world positively from both the help from Hoffman and plastic bag users of the world.

- In addressing the students after the announcement, Hoffman owner and CEO Paul J. Hoffman voiced his gratitude and praise for their achievements. "What you've accomplished in this project is so much more than simply turning in an assignment to receive a grade. You've witnessed the impact that someone can make on the environment and you've helped demonstrate that one person can make a difference. By using the special gifts and talents you've been blessed with and displaying the enthusiasm you possess, you've written a compelling new chapter to the Hoffman story and expressed to us that what we do matters."

- While only one design will be printed on the canvas bags, Hoffman was so flatly impressed with the unique ways that each conveyed Hoffman's mission and commitment to sustainability, that all will be used to help tell the Hoffman story at future tradeshows, conventions, and additional industry events.

- The canvas bags will make their formal debut at the Conference of Major Superiors of Men and Leadership Conference of Women Religious 2008 Joint Assembly, held August 1-3 in Denver, Colorado.

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