

**FOR IMMEDIATE RELEASE**

**Gold Canyon Unveils Holiday Collection at Annual Convention**  
*Showcases new fragrance diffusers, holiday candles and seasonal gift sets*

**Phoenix, Ariz. – August 14, 2008.** A leader in candles, body and home products, Gold Canyon will today reveal its holiday season product line at its annual convention with *The Magic of the Season* catalog release. New offerings for the Holiday 2008 season include patent-pending stick diffusers, the Homespun Holidays collection, gift giving sets and new candle holders. Held at the Phoenix Convention Center August 14-16, Gold Canyon's 2008 annual convention will have a record-breaking attendance this year with approximately 1,000 Gold Canyon demonstrators and guests from North America and the U.K.

“This season is about memories of past holidays, the twinkle in a child's eye, and home-crafted gifts that mean so much,” said Karen Waisath, Gold Canyon Co-Founder.

Gold Canyon's newest unlit expression of fragrance, diffusers, will be revealed at this event. The diffusers meet the strictest air quality guidelines and are safe to use in any room. Each diffuser comes with two appliqué design patterns to personalize the custom-designed fragrance bottle.

The Homespun Holidays collection, a product line that showcases nostalgic fragrances with a home-crafted and whimsical touch, will be introduced as well. This line of holiday candles uses fragrances reminiscent of the season's favorite moments. Scents include Hot Cocoa, Gingerbread House, Peppermint Bark, Sleigh Ride, Candy Corn and Harvest Hearth.

Gold Canyon will also introduce gift giving sets that contain exclusive products including a brand new fragrance and redesign to the Caffé Velluto product line. These packages are created for the holidays and for gift giving throughout the year. Each gift comes packaged in a reusable linen box and is filled with candles, holders, and other decorative items that match the gift's theme.

At convention, Gold Canyon will also introduce the new Prayer Child Foundation bracelet and latest fragrance additions to the Candles for Kids collection. [The Prayer Child Foundation](#), the company's sponsored charity, has raised over \$1.5 million to help children with physical and emotional challenges. Funds raised through bracelet sales, a portion of all Gold Canyon's profits, including all proceeds from the sale of its Candles for Kids line, are donated to the Foundation.



## **About Gold Canyon**

Based in Chandler, Ariz., Gold Canyon was founded in 1997 by Curt and Karen Waisath and offers an income opportunity through quality scents, décor, home and body care. Through an independent sales force of more than 25,000 Demonstrators in North America and the United Kingdom, Gold Canyon is committed to enriching lives with “The World’s Finest”<sup>®</sup> products, developed with great care using only the highest quality ingredients. Gold Canyon continues to experience significant growth, exceeding \$100 million in 2007 revenue and recently expanding capacity with a 100,000 square foot addition to its distribution and manufacturing facilities in Chandler, Arizona. For more information, visit [www.goldcanyon.com](http://www.goldcanyon.com).

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