

WYOMING WOOL GROWERS ASSOCIATION

PRESS RELEASE

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Wool Growers Association to Showcase Wyoming Wool and Ranching History

Casper, WY *January 31, 2014* – The Wyoming Wool Growers Association (WWGA) is proud to announce its initiation of a new project designed to showcase Wyoming's fine wool and the rich history of sheep ranching in the state. The American Rancher Collection™ – Wyoming Blanket Series will introduce a limited first edition wool blanket made from the finest merino grade wool harvested from a sheep herd in Johnson County, Wyoming, and transformed into incredibly soft yarn using an eco-friendly process by Mountain Meadow Wool Mill in Buffalo, Wyoming.

The yarn will then be sent to the Faribault **Woolen** Mill in Minnesota where, using virtually the same production methods in practice when the Faribault was founded in 1865, it will be woven into soft luxurious blankets. The result is a durable, American made, premium wool blanket worthy of being passed on **from** generation to generation.

"We are excited that our wool is the first used for this project. Wyoming has a long history of producing top quality wool," says Peter John Camino, president of the Wyoming Wool Growers Association. "Our goal is to create a renewed awareness of this natural resource with a final product that is not only beautiful, warm and durable but comes from right here in Wyoming."

"It has always been part of our mission statement to promote the wonderful quality of the wools in Wyoming. Our growers are the best in the world at what they do and we are happy to be able to be part of this project." stated **Mountain Meadow** Mill co-founder Valerie Spanos.

Proceeds from the sale of the blankets will benefit the Wyoming Wool Growers Association, a long-standing membership association formed more than 100 years ago to protect, preserve, promote and enhance the sheep, lamb, wool, goat and livestock industries of Wyoming, as well as the ranching communities and lifestyle of Wyoming and the West.

"The Wool Blanket Series is a great opportunity to showcase the sustainable wool industry. It is a key piece of our mission to provide quality products to consumers, while striving to preserve the history and the future of our sheep producing industry", says Amy W. Hendrickson, Executive Director for the WWGA. "These blankets are made from 100% Wyoming wool. What a great way to support Wyoming ranchers and the communities they serve."

Wyoming has a rich history of sheep ranching in the state. Though current inventory is far from the 1932 high of 3.97 million sheep, Wyoming is home to 375,000 sheep, according to the U.S. Department of Agriculture statistics. In 2012, Wyoming ranked #2 in wool production **in the United States**.

Blankets are available in queen **size** (108"x90") and come in soft natural cream or natural gray. The cost is \$300.00, plus taxes and shipping. To order, visit www.mountainmeadowwool.com or call Mountain Meadow Wool at 307-684-5775.

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