

Contact: Mike Peek  
Phone: (630) 355-5877  
Cell: (970) 389-5530  
Email: [mpeek@wayfarercandles.com](mailto:mpeek@wayfarercandles.com)

FOR IMMEDIATE RELEASE

## **CANDLES FIGHT HOMESICKNESS FOR TROOPS** Smell of Fresh Pine Permeates the Air... In Iraq?

Naperville, IL (November 23, 2007) As our troops in Iraq and Afghanistan spend another holiday away from home and their loved ones, Americans are doing their best to share the Christmas spirit with those stationed overseas. Many are sending out care packages filled with cookies, candy canes, pictures, and other holiday treats. This year a little over 2000 soldiers will also be getting pine-scented soy wax candles in their stockings. The Wayfarer Candle Company is donating the candles as a small token of appreciation for the soldiers' service.

"I grew up in a military family overseas," says Wayfarer Candle Company owner Mike Peek "and I can only imagine what they must be going through being away from their homes over the holidays. The sweet smell of Christmas trees may not exactly match the surroundings; but the sense of smell is one of the strongest memory triggers and will hopefully help bring pleasant thoughts to the soldiers."

In many cases in Iraq and Afghanistan, trash is simply burned due to the lack of modern waste treatment facilities. The soldiers have to deal with a constant stench of burning refuse in the air. The candles help mask the odors and provide a few hours of respite from their surroundings.

"Last year we sent a unit in Baghdad 200 candles for the holidays and they absolutely flipped over them. I got a few emails asking if we could send some more over again this year. So I made a few phone calls to our vendors asking them if they'd be willing to participate," says Peek. Every single one responded by donating product either for free or at their cost. So this year Wayfarer was able to send out over 2000 candles!

"When I received the call from Michael Peek of Wayfarer Candles, I got goosebumps," said Mel Brown, with Lebermuth Company, Inc. "It doesn't matter which side you sit on with regard to this war, doing something like this brings home the idea and feeling of warmth for the holiday." Lebermuth is a leader in the fragrance industry of oils for use in candles. It contributed the Christmas tree scent for the candles in this project.

The candles featured a special "Happy Holidays and thank you" label on one side. On the other side, contributors, candle customers, and well-wishers wrote their own personal thank you messages on blank labels. The handwritten notes made the candles all the more special and let the soldiers know that America's thoughts are with them.

Over 800 of the candles were sent overseas in care packages by Operation Support Our Troops – Illinois, Inc. "Deb Rickert, president of OSOT-IL, tells us they are sending over 100 packages a week overseas; we're happy to be a small part of that organization's amazing act of kindness and support for the troops," says Peek. Other contributors include a number of individuals and businesses in Greenville, MI who sold candles to raise money for supplies and postage.

###

If you'd like more information about this topic, or to schedule an interview with Mike Peek, please call (630) 355-5877 or e-mail Mike at [mpeek@wayfarercandles.com](mailto:mpeek@wayfarercandles.com)