



## **BACKGROUNDER MEET PARTYLITE CANADA**

### **Q Who are we?**

**A** PartyLite is a leading home fragrance and decor company that has been based in Canada for 20 years. We're a direct sales company, which offers a personalized shopping experience through independent consultants for customer satisfaction. Shoppers can order products in person, or online 24 hours a day. Independent consultants are located all across Canada.

### **Q What do we do?**

**A** PartyLite produces affordable quality home fragrance and decor accessories that reflect current trends and styles, as well as classics. We work with the world's top fragrance houses to develop our fragrances. Our lines feature more than 50 fragrances in five categories (fruits & citrus, herbal & woody, floral, fresh & clean, and edible & spicy). Many of the fragrances contain up to 100 different ingredients in order to create rich complex scents.

PartyLite offers numerous home fragrance options, including candles (tealights, votives, balls, pillars, jars, melts and simmers, tapers, floaters, LED pillars and more) and air care (reed diffusers, incense, oils), for use at home or on the go. Our versatile home decor accents range from vases, lamps and wall sconces, to bowls, glasses, orbs and objects, and feature a variety of seasonal and inspirational themes.

### **Q What do we believe in?**

**A** PartyLite Canada believes in giving back to the community and currently supports two organizations: Children's Miracle Network® and the Canadian Luge Association. The Community Matters, PartyLite® Cares Campaign raises funds for both organizations through the sale of the Canada Cares Jar Candle (an exclusive fundraising product) and other initiatives throughout the year. One dollar from each sale of Canada Cares Jar Candle goes directly to the Community Matters campaign.

In 2010-2011, PartyLite Canada raised more than \$300,000 in support of both organizations. For more than 15 years it has been a supporter of Children's Miracle Network®, which raises funds for 14 children's hospitals across Canada. PartyLite Canada has raised more than \$3.5 million. The Canadian Luge Association's major corporate sponsor since 2009, PartyLite Canada has raised more than \$165,000.

### **Q What role does direct selling play in the Canadian economy?**

**A** Direct selling generates \$2.2 billion in sales, and provides flexible and convenient entrepreneurial opportunities for more than 900,000 Canadians, 91% of whom are women, of all ages. Direct sales companies like PartyLite Canada also contribute almost \$8 million to charitable causes every year.