



FOR IMMEDIATE RELEASE

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NOSO PATCHES ANNOUNCES PATCH COLLECTION INSPIRED BY WORKING ARTISTS

Noso Artfix lets you wear something beautiful and meaningful everyday

Jackson, WY – Noso Patches has launched a new collection of DIY repair patches that feature original artwork by working artists.

The first artist to be featured is Katherine Homes. In her personal life and business, she has made a commitment to tread lightly on the planet and encourage others to do the same. Homes is using her company to bring attention to the fragility of nature and threatened animal species. Realizing the fashion industry can leave a large footprint on the world, she uses sustainably sourced materials in production when able, works with small suppliers and has partnered with a company in India to provide ethical work for women.

“I was drawn to Katherine Homes’ work and her philosophy, which is why I wanted to collaborate with her,” says Founder and CEO Kelli Jones. “We’re both trying to do what we can to run environmentally responsible businesses. We also want to send a message in a fun way that encourages stewardship of the environment.”

Concerned about the plight of threatened animals, Homes has created watercolor paintings featuring:

Eastern Bluebird: This abundant bird is usually found in developed areas with human populations. Because of this, they are sometimes seen as an early detector of an environmental concern or overuse of pesticides. While abundant, the biggest threats to the Eastern Bluebird are increased pesticide use along with agriculture and housing developments in forests and meadows where the birds nest.

Green Sea Turtle: This turtle is a stunning reptile that can grow up to 5ft in length and 700 lbs. Its shell is in fact many shades of olives and browns. Unlike most sea turtles, adult green turtles are herbivorous, feeding on algae and sea grasses. Younger turtles, however, will also eat jellyfish, crabs and sponges.

The World Wildlife Federation states that human activities have tipped the scales against the survival of these ancient mariners. Nearly all species of sea turtle are classified as Endangered. Slaughtered for their eggs, meat, skin and shells, sea turtles suffer from poaching and over-exploitation. They also face habitat destruction and accidental capture in fishing gear. Climate change has an impact on turtle nesting sites. It alters sand temperatures, which then affects the sex of hatchlings.



North Atlantic Right Whale: The North Atlantic Right Whale is sadly one of the world's most endangered whales. It was common along the Eastern seaboard until it was hunted to near extinction in the mid- 1700's. Even though this whale is no longer pursued for its oil, meat and bones, the whale continues to be the victim of ship strikes and entanglement in fishing gear, which can result in protracted, painful deaths. Many organizations fear the Right Whale may be extinct by the year 2040.

Colorado Greenback Cutthroat Trout: This species was once widespread from the Arkansas River to the Platte, but now occupies less than 1% of its historical river range. It is currently listed as threatened under the Endangered Species Act. Mining in the native river basins lead to sediment and toxic runoff water has led to the decline, along with overfishing and water diversion for agriculture.

“Wearing a patch is an easy way to show solidarity and show a renewed sense of commitment to tread lightly on the planet,” says Homes. “You also look great doing it.”

Jones is an art enthusiast and is excited to support up and coming artists. Jones and Homes are excited to band together and make beautiful artwork available for people to wear. Jones adds, “Along with trying to save the world one patch at a time, Noso is also about expressing yourself. Is there a better way than to wear artwork or animals that you love?”

A limited number of Noso Artfix by Katherine Homes patches will be available for purchase on nosopatches.com. Artists interested in participating in Noso's ArtFix collection should email info@nosopatches.com.

ABOUT NOSO PATCHES

Noso Patches are the most unique all-purpose patches that fix rips, snags and tears while adding personal style. Make your jacket eye catching, not for the holes, but for the design you've created. Personalize your gear like sleeping bags, tents, or the apparel you love most. Whether it's a nylon windbreaker or down jackets, anything can be revamped or restored.

When your favorite jacket springs a leak, Noso Patches save the day with style and versatility. Super easy to use at home or in the field, Noso Patches are made of 30D ripstop nylon, uncoated and down proof with a high tenacity and heat/light inhibiting qualities. Noso's adhesive lasts longer than others on the market. With no sewing required, the heat activated technology creates a permanent bond without an iron. Just throw it in the dryer or better yet, leave it in the sun to activate the adhesive. Noso Patches are incredibly durable and can withstand extreme weather conditions and multiple washes, without gumming up on the sides.

Founder Kelli Jones came up with the idea after she hopped a barbed wire fence hiking in Wyoming and snagged her brand-new jacket. Instead of repairing it with tape, Kelli used her own heart shaped patch she cut from nylon. After numerous friends asked where they could get one, she decided to make Noso Patches available to everyone. To extend the life of your gear, or express your individuality, Noso Patches' standard collection of DIY repair patches are available in packages of three featuring a variety of shapes, color and artwork.



Links:

Noso website: Nosopatches.com

Facebook: Facebook.com/NosoPatches

Instagram: Instagram.com/nosopatches

Twitter: [@nosopatches](https://twitter.com/nosopatches)

ABOUT KATHERINE HOMES

Katherine Homes encourages her audience to explore, connect, and protect the natural environment by putting a spotlight on endangered wildlife, wild lands and the importance of conservation efforts through affordable and functional art.

Growing up in the lush landscape of the Eastern US, Katherine has always had an intimate connection to nature. From a young age Katherine has made a commitment to tread lightly on the planet and encourage others to do the same. She has a passion for international travel and learning about diverse communities to understand how different cultures connect to the wild. Katherine hand paints all of the designs using watercolor on wood.

As a 1% For the Planet Member, Katherine Homes will donate 20% of proceeds to partner organizations helping underserved populations get into nature and others protecting endangered species and wild lands in 2018.

Katherine Homes product line includes fine art prints, original paintings, leggings, hats and shirts.

Links:

Katherine Homes website: www.katherinehomes.com

Facebook: Facebook.com/Katherine.Homes

Instagram: Instagram.com/k.homes