

FOR IMMEDIATE RELEASE

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## Onionhead & Company Converts to Non-Profit Organization

Mount Shasta, CA. (August 23, 2010) – Onionhead announced today that it has changed to a non-profit organization. This legal change was made to better reflect its 100% commitment to the mission and purpose of Onionhead.

Since its creation in 1997, Onionhead has been a privately held company developing tools for empowering loving feelings and teaching us what to do with what we feel. Beginning in 2008, the Onionhead team expanded to develop a full product line of books, tools, programs and wearable items that make “peeling feelings” just so simple. Building from its base in counseling and therapy, the company has grown into education and retail.

This strategic move to convert Onionhead to a non-profit organization better positions the company and its partners to more quickly reach greater numbers of children, families, communities and organizations. In the statement issued today, Lane Michel, co-founder and President, said “We are a team committed to creating a loving world for our children and grandchildren. Now we urgently call upon philanthropists, foundations, schools and aligned non-profit organizations to work closely with us to awaken people to their heart intelligence and to address urgent social issues such as anger and violence, addictions and suicidal feelings.” Onionhead has demonstrated time and again that the root of transformation is in empowering loving feelings to create the world we want.

The mission of Onionhead is to help children and adults re-connect with their feelings, which is the one true source of power we all share. To join Onionhead’s mission, simply contact the company at 877-915-0888 or email [info@onionhead.com](mailto:info@onionhead.com).

### About Onionhead®

Onionhead & Company is a non-profit organization. The Onionhead family feels that every person deserves the right to feel happy and safe. In order for that to be achieved, we believe we must learn how to navigate through feelings appropriately, no matter what the circumstances. Our printed material is made with 100% recycled paper. We have laboratory certification that Onionhead products are 100% lead and heavy metal free. Our products are proudly made in the U.S.A. We promise that whatever we put in the hands of your child, we would trust completely in the hands of our own. For additional information contact Caitlin Magri, 877.915.0888, [cmagri@onionhead.com](mailto:cmagri@onionhead.com). Onionhead® is a registered trademark, all rights reserved.