

## For Immediate Release

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# New Book Invites the Eco-Conscious to Join “The Wrapping Scarf Revolution”

## ***BOBO Wrap Founder Patricia Lee Launches Book For Do-It-Yourselfers & To Celebrate Ancient Tradition***

Riverside, CT (September 15, 2009) – Patricia Lee, CEO & Founder of [BOBO Wrap](#) – an eco-luxe accessory that teaches people the eco-friendly art of wrapping with fabric - proudly announces the launch of her book, ***The Wrapping Scarf Revolution*** from Leisure Arts, Inc.

A simple but ingenious tradition that Asians used for centuries before the widespread use of disposable wrapping paper and disposable bags, wrapping scarves offer earth-savvy consumers an exciting and elegant alternative to wasteful gift-wrapping materials and shopping bags made of paper and plastic.

***The Wrapping Scarf Revolution*** opens earth-friendly eyes to a whole new world of beauty. And, it's not a matter of if the technique works, it's only a matter of getting started! Being eco-smart while retaining beauty and convenience—it's more than possible with wrapping scarves.

Growing up in a traditional Korean household of four generations, author Patricia Lee was no stranger to wrapping scarves, or *bojagi* as they are called in Korea. Seasonal clothes, blankets, and even food were routinely wrapped up with old *bojagi*. However, it wasn't until a visit to her birthplace of Seoul in the early 90s that she discovered how artistic and sophisticated wrapping scarves could be. She fell in love with the beauty, simplicity, and functionality of the wrapping scarf and has modernized this ancient tradition for a new generation of people interested in smart, sustainable living.

“It was love at first sight,” said Lee, after discovering the wrapping scarf. “As a painter and designer, I wanted to add a modern and stylish touch to a fading tradition that was tragically being abandoned in favor of disposable products.”

Throughout the pages of ***The Wrapping Scarf Revolution***, Lee shows how wrapping scarves can easily be integrated into everyday life and any lifestyle. She shares simple techniques for knotting reusable fabric scarves into ten styles of gift-wrap and six must-

make handbags. Additional scarf-tying methods for carrying and beautifying household items are also included, along with tips for creating handmade wrapping scarves.

According to Lee, "This book is all about reducing the waste in our lives while still celebrating beauty and the fine things. It is also a way to connect with not only the cultures of the East, but to all the cultures of the world who are finding new and old ways to heal our damaged planet."

Released on September 8th, ***The Wrapping Scarf Revolution*** is now available in book and craft stores, at [Amazon.com](http://Amazon.com), [leisurearts.com](http://leisurearts.com), and [theleisureboutique.com](http://theleisureboutique.com).

### **About Leisure Arts, Inc.**

Leisure Arts, Inc. is one of the world's largest publishers and distributors of lifestyle and do-it-yourself publications including decorating & entertaining, knitting & crocheting, quilting & sewing, painting, scrapbooking, kids crafts, and a variety of other needlework and crafting activities. For more information, visit [www.leisurearts.com](http://www.leisurearts.com) or [www.theleisureboutique.com](http://www.theleisureboutique.com).

### **About BOBO Wrap**

BOBO Wrapping Scarf is the first American company to bring design, functionality and luxury to the ancient tradition of fabric wrapping.

The company is committed to offering the highest quality products while helping to reduce waste and protect the environment.

A stunningly fresh, earth-friendly and eco-luxe product, the BOBO Wrapping Scarf promises to multi-task itself into everyone's heart. To spread the beauty and wisdom of BOBO to everyone you know, please visit [www.BOBOWrap.com](http://www.BOBOWrap.com) for more information.

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