



Planting Hope Celebrates Diversity and Artistic Expression at Exclusive WallStreetBets ‘To the Moon Party’ in Miami

CHICAGO, IL and VANCOUVER, B.C. / ACCESSWIRE / December 3, 2021 – The Planting Hope Company Inc. (TSXV: MYLK) (“Planting Hope” or the “Company”), a plant-based food and beverage company focused on producing the world's most nutritious and planet-friendly products, was pleased to sponsor the WallStreetBets ‘To the Moon Party’ on November 30th in Miami, Florida. The invite-only event gathered some of the most influential leaders in the art world and investment community to usher in a new era of artistic expression.

A core mission at Planting Hope is to promote diversity, including partnering with diverse women artists and women-owned businesses. The Company’s presence at WallStreetBets featured artists and original art from [Love Letter Creative](#) (Boone, North Carolina), including customized vegan leather jackets and vegan leather boots, sustainable cotton cloth artist-customized face masks and commemorative vegan leather keychains, executed in partnership with Chicago’s [Mohop Fab Lab](#). Love Letter Creative applied its thoughtful and intentional design approach to the Company’s new Hope and Sesame® packaging launching in Q1 2022 to enhance the consumer brand experience.

“We were thrilled to sponsor and participate in this much anticipated, avant-garde gathering of both the art and investment community,” said Julia Stamberger, Planting Hope CEO and Co-Founder. “WallStreetBets and Planting Hope value innovation at its core, which made this an exciting opportunity to partner together.”

WallStreetBets Founder Jaime Rogozinski added, “WallStreetBets is proud to partner with a company that has been equally as innovative and disruptive as we strive to be, Planting Hope. Having just listed on the TSXV a couple of weeks ago, Planting Hope has made its debut as a public company in the CDN \$24 billion plant-based milk market⁽¹⁾. They have impressed us by bringing the first commercially available sesamemilk worldwide, Hope and Sesame® sesamemilk, demonstrating innovation in the plant-based milk industry.”



Customized vegan leather jackets and boots designed by Love Letter Creative, hand painted by Belle Hissam and Allison Langewisch.

- (1) Source: Fortune Business Insights, Dairy Alternatives Market to Hit US\$53.97 Billion by 2028; Surging Demand for Plant-Based Milk Products by Health Enthusiasts to Spur Growth: Fortune Business Insights™.

About The Planting Hope Company Inc.

Planting Hope develops, launches and scales uniquely innovative plant-based and planet-friendly food & beverage brands. Planting Hope's cutting-edge products fill key unmet needs in the skyrocketing plant-based food and beverage space. Founded by experienced food industry entrepreneurs, Planting Hope is a women-managed and women-led company with a focus on nutrition, sustainability, and diversity. For more information visit: www.plantinghopecompany.com.

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