

News Release

FOR IMMEDIATE RELEASE:

Mar. 22, 2021,

FOR MORE INFORMATION:

Anna Swafford

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Scents of Home

Lawton, Okla. — The Wichita Mountain Candle Co. is the breath of fresh mountain air many need right now. While maintaining an environmentally friendly product, it retains the Okie culture that many in the Midwest cherish.

“No matter how many punches life throws your way, you can still go home,” said Tyler Mahoney, owner and creator of the Wichita Mountain Candle Co.

Mahoney made his hobby a flourishing business in September after being laid off, due to the pandemic. The company is based out of the Wichita Mountains in west Oklahoma, where Mahoney grew up and currently resides.

Mahoney’s candles stand out with their strong sense of Oklahoma (past and present). There are several candles based off of the beautiful, rolling hills of the Wichita Mountains, others based off of the notorious Arbuckle Fried Pies. Some candles are inspired by songs by Kacey Musgraves and Garth Brooks because of how connected Mahoney feels country music is to the culture of Oklahoma. There are even more that are based on the pioneering history of Oklahoma; one that is close to Mahoney’s family as they settled in Oklahoma in the beginning of the 20th century.

Mahoney views Oklahoma as his home, and wants to share that sense of home through his candles.

“They’re healthy for the environment,” said Mahoney. “They’re healthy for you.”

Mahoney’s candles stand out among the growing self-care candle industry as he focuses on not only clean masculine scents but also on environmentally friendly candles. His candles are all completely soy-based so they do not release any harmful toxins into the atmosphere.

The Wichita Mountains Candle Co. is focused on bringing Oklahoman nature and vibes to life with their hand-poured 100% soy candles. Based in Lawton, Oklahoma, with shipping available to all of the U.S. and Canada.

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Media Pitch

To: Marni Jameson, marnijameson@theoklahoman.com (Marni is a business writer that specializes in home good products for The Oklahoman)

Subject: Self-Care Homemade Candles

Dear Marni,

After seeing your repertoire of self-care and environmentally-friendly posts on Buzzfeed, I knew that you would be the perfect journalist to hear about the Wichita Mountains Candle Co.

Wichita Mountains Candle Co. is a brand-new self-starter from Oklahoman, Tyler Mahoney, which he began on the cusp of being laid off due to the Covid-19 pandemic. Most importantly, Mahoney's candles are 100% soy so they do not release any of the harmful toxins that traditional paraffin wax candles release when burned. Mahoney specifically works to ensure the sustainability of his brand. The candles are designed to look chic and modern in the 8 oz. reusable tins.

The brand focuses on creating candles that remind the consumer of nature and home. The candles all carry a scent of Oklahoma within them. Some are inspired by the Wichita Mountains or the Arbuckle Mountain Fried Pies. Others are inspired by the history of Oklahoma, but more are inspired by the current country music culture, with Garth Brooks and Kacey Musgraves as major influences to the brand.

I suggest The Oklahoman should cover this new company because more and more people are interested in shopping small and environmentally conscious. The Wichita Mountains Candle Co. has special interests in both. We are also unique because the candles all have more masculine, cool scents as opposed to many who specialize in fruitier, feminine scents. This could help expand the self-care candle market to men.

If you are interested in this story, I welcome a response by March 30. The Wichita Mountains Candle Co. is currently open and shipping to the U.S. and Canada. For more information, please feel free to reach out to me, Anna Swafford, at (832) 294-8476. We have samples available upon request.

Thank you for your consideration and time,

Anna Swafford
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To: Marni Jameson, marnijameson@theoklahoman.com

Subject: Wichita Mountain Candle Co. Media Advisory

Wichita Mountain Candle Co. Media Advisory

For Immediate Release:

Mar. 22, 2021

Wichita Mountain Candle Co. Introduces New Scents for Spring

- What:** Owner, Tyler Mahoney, is announcing a promotional box for Mother's Day. The box will include one scent option, a customized note, bath salts, face mask, and an audible gift card. It is the perfect to not only show mothers how much they are appreciated but also give them a nice, relaxing gift that looks chic. All of Mahoney's products are environmentally friendly and the candles are 100% soy.
- Who:** Owner, Tyler Mahoney will release the Mother's Day promotional box.
- Where:** Wichita Mountain Candle Co. is based out of Lawton, Oklahoma. The candles are available to ship to the U.S. and Canada.
- When:** The promotional box will be available from April 30-May 5.
- How:** Access to obtaining the promotional box, along with the original 12 candles, is through the website (<https://wichitamountaincandle.com/>).

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Scents of Home

Mar. 22, 2021

News Facts:

- The Mother's Day promotional box will be available for purchase from April 30-May 5.
- Currently, there are 12 candles out for the public to purchase (Thunder Rolls, Follow Your Arrow, Golden Hour, Prohibition, Prairie Lavender, Indian Blanket, Ma's Hot Toddy, Mountain Mist, Wildfire, Fried Apple Pie, Black Cherry, Pioneer Plum).
- The Pioneer Plum candle was inspired by owner Tyler Mahoney's great-grandmother and the stories she told about life as a settler in Western Oklahoma in 1900, from the Dust Bowl and how her family lived off of the lush plum thickets in the Wichitas.
- The candles are completely natural, hand-poured, and 100% soy-based.
- The candles are all inspired by Oklahoma culture, past and present.
- In January 2021, Wichita Mountain Candle Co. secured its first brick-and-mortar retail partnership and is currently working with multiple other brands for future partnerships.
- The tins are reusable and recyclable.

Quotations:

- "No matter how many punches life throws your way, you can still go home." — Owner Tyler Mahoney
- "They're healthy for the environment. They're healthy for you." — Owner Tyler Mahoney.
- "So I started off with nature: with the animals and the wildlife refuge, different plants, the weather. Then you go into Oklahoma history...Boomer Sooner!" — Owner Tyler Mahoney
- "My great-grandmother, Momo, lived to be 102, and I always enjoyed listening to her stories about Oklahoma during the dust bowl/great depression. My Pioneer Plum scent is actually inspired by her side of the family. When they first settled Western Oklahoma in 1900, they lived in a dugout house and were referred to as "Soddies." — Owner Tyler Mahoney

Multimedia:

- Link to traditional news release: <https://bit.ly/3brJa9m>
- Link to high-resolution product photos: <https://bit.ly/3rUbvLj>

-MORE-

Penrod Dugout - Rankin, Ok.



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Related Links:

- <https://wichitamountaincandle.com/>

About Wichita Mountain Candle Co.:

- The Wichita Mountain Candle Co. is focused on bringing Oklahoman nature and vibes to life with their hand-poured 100% soy candles. Based in Lawton, Oklahoma, but are willing to ship nationwide, there is a sense of home with every candle.

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Fact Sheet

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Wichita Mountain Candle Company

WHAT:

- The candle, Thunder Rolls, is the most masculine scent and is a blend of amber, dark musk, citrus, cardamon, and ozone.
- The candle, Golden Hour, is named after the photography term for the hour before sunset and is a blend of mint and grapefruit.
- The candle, Prohibition, is inspired by Oklahoma's 45 year-long dry period, from 1907-1959, and is a blend of dry gin, eucalyptus, cypress and peppermint.
- The candle, Prairie Lavender, is a calming blend of lavender and amber.
- The candle, Indian Blanket, is named after the Oklahoma state wildflower, and is a blend of aloe, cactus and florals.
- The candle, Ma's Hot Toddy, is inspired by owner Tyler Mahoney's grandmother's hot toddies and is a blend of apple, bourbon and maple.
- The candle, Mountain Mist, is influenced by morning hikes in the Wichita Mountains and is a blend of ozone, citrus, sea salt, cedar, musk and florals.
- The candle, Wildfire, is a blend of campfire smoke, sandalwood, clove and amber.
- The candle, Fried Apple Pie, is named after the infamous Arbuckle Fried Pies and is a blend of macintosh apple, vanilla, caramel, cinnamon and clove.
- The candle, Pioneer Plum, is a fruity blend of plum, apple and cherry.
- The candle, Black Cherry, is a blend of black cherry and merlot.
- The newest candle, Follow Your Arrow, is a fun blend of apple, peach, grapefruit, cherry blossom and rose petals.

WHERE:

- Wichita Mountain Candle Co. is based out of Lawton, Oklahoma, near the Wichita Mountains.
- The company is able to ship anywhere in the U.S. or Canada through the website (<https://wichitamountaincandle.com/>)

WHO:

- Tyler Mahoney is the creator and owner of Wichita Mountain Candle Co.

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Backgrounder

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Wichita Mountain Candle Company

Wichita Mountain Candle Co. creates and sells completely natural soy candles, inspired by the Wichita Mountains in Oklahoma.

The company was created by Tyler Mahoney in October of 2020 after being laid off due to the Covid-19 Pandemic. Mahoney has said that he named the company after the mountain range near where he grew up because he wanted his company to invoke the idea that you can always go home, no matter how many punches life may throw at you.

The first candle that the company officially sold was the Mountain Mist candle, which carries the aromas of mesquite trees, bluestem grass, wildflowers and granite boulders to remind users of a morning hike up Elk Mountain.

The Pioneer Plum scent was inspired by Mahoney's great-grandmother, who was a pioneer herself during the turn of the 20th century. She used to tell Mahoney stories from living in a dugout house and the plums they would pick over the summer in the Wichitas.

Currently, the Wichita Mountain Candle Co. has 12 candles in circulation.

Since October, the Wichita Mountain Candle Co. has generated over \$7K in sales and has sold over 600 units. We average over 2.1K website visitors and 1,030 Instagram followers. In addition, there is a 12.5% returning customer rate.

The Wichita Mountain Candle Co. is focused on bringing Oklahoman nature and vibes to life with their hand-poured 100% soy candles. Handmade with love in Lawton, Oklahoma, with a sense of home with every candle.

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