

The Longaberger® Company

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Matriarch of Longaberger Company Turns 100

Grandma Bonnie Longaberger has served as inspiration through the years

DRESDEN, Ohio – Bonnie Longaberger, mother of the late Dave Longaberger who founded The Longaberger Company, will turn 100 on Wednesday, July 16, earning her recognition on The Today Show along with well wishes from thousands of Longaberger Home Consultants nationwide.

Bonnie Longaberger is affectionately known as “Grandma Bonnie” to those who are familiar with America’s premier maker of handcrafted baskets. She has been an inspiration to the company in many ways, including the creation of the Daffodil Basket and other products.

“Grandma Bonnie has been known as much for her love of the simple life as for her wit and humor,” said Tami Longaberger, her granddaughter and chief executive officer and president of The Longaberger Company. “She is remarkably resilient and remains one of the strongest women I know.”

Grandma Bonnie has spent most of her life in Dresden. Bonnie and her late husband, J.W., married in 1927 and raised 12 children at their Dresden home next to the workshop where J.W. handcrafted baskets, later teaching many of his children to do the same. Her son Dave, Tami’s father, started The Longaberger Company in 1973. Today, the company is among the most successful direct-selling companies.

Grandma Bonnie’s commonsense attitude comes to life in this quote from her: “A person should have a good sense of humor, and if that doesn’t work, they should rely on the Lord.” On July 16, Willard Scott of The Today Show plans to recognize Grandma Bonnie’s 100th birthday during the show.

The Longaberger Company is America’s premier maker of handcrafted baskets and offers a variety of other home and lifestyle products, including pottery, wrought iron and fabric accessories. There are approximately 45,000 independent Home Consultants in all U.S. states who sell Longaberger products directly to customers.

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