

Mission & Values

TWO OLD HIPPIES EXPRESSING MUSIC AND ARTISTRY THROUGH
PEACE, LOVE & ROCK N' ROLL FROM THE PEOPLE OF THE WORLD.

Peace,
Love
& Rock
n' Roll

Our Mission Two Old Hippies, under the banner of Peace, Love & Rock n' Roll, provides an outlet for expression in music, art, design and compassion for our partners, suppliers and customers. It is a means to support our families while celebrating our lifestyles. While seeking financial strength to allow security for all stakeholders, our purpose includes giving back to the people and cultures that inspire us and the earth that hosts us.

Our Soul Two Old Hippies is inspired by the values of our generation, steeped in the belief that we are one human race, that all living things have equal value and purpose, that we have stewardship responsibility for our Mother Earth, and that the more love we give—the more we get! By experiencing indigenous cultures around the world, we find examples of artistry and music that inspire diversity of expression, yet represent sameness of our one human purpose. By cherishing Peace, Love & Rock n' Roll we remember what we loved in earlier times... and what makes us happy still. 2OH shares these inspirations through clothing and artistry. Bedell Guitars bring back handmade craftsmanship to guitars, providing beautiful music. Our collection of premium acoustic guitars is unmatched west of the Mississippi. And our Great Divide Vintage Guitars provide collectors more than historic instruments, but the memories of great times in the expression of music we all love. Two old hippies is more than guitars and clothing, we represent a lifestyle—an attitude—a point of view about our connectivity to one human race.

Our Values **1.** Treat others as we and they would like to be treated. **2.** See the Earth as our home of one human community. **3.** Seek peace and harmony for all living things. **4.** Help others and ourselves celebrate living. **5.** Be as generous to others as we are to ourselves. **6.** Practice what we preach.