

Press Release from Debra Valencia™

FOR IMMEDIATE RELEASE:

Debra Valencia™ Lands Her 2nd Licensing Contract with Industry Leader Design Design

Los Angeles, California – April 17, 2009 Licensed artist Debra Valencia™ continues to build her relationship with Design Design in their 2010 greeting card catalog.

Valencia's designs for two greeting cards made the final cut for the 2010 catalog. Themes include:

- ◆ To My Wonderful Husband, Happy Valentine's Day: the design features a big red heart with a confetti-like sprinkling of little hearts and a background of X's and O's
- ◆ To My Wonderful Husband, Happy Birthday: the design features masculine but unique shades of aqua blue and muted greens

Cards are full color, measure 7" high x 5" wide and will be sold as separate counter cards. Both cards utilize Valencia's signature style of mixing patterns in a playful manner.

"We are so enjoying your designs and would like to add another to our line", said creative director Susan Birnbaum.

"Design Design's creative directors, Tom Vituj and Susan Birnbaum, are my dream team to work with" said Valencia. I look up to them as the tastemakers in greeting cards, stationery and partyware. Together, they have impeccable taste, trend insight, and the company's contemporary line is a perfect fit with my design style".

Debra Valencia will be debuting as a licensed artist at Surtex 2009 in New York, from May 17–19, 2009. Her booth number is 555 in the new show location: the main level of the Jacob K. Javits Convention Center, Hall 3A.

About Debra Valencia

Educated as a graphic designer and earning the faculty award for most outstanding student, Valencia received a BFA with honors from the University of the Arts in Philadelphia. Her work has been featured in publications internationally such as Time, Interiors, HOW, Print, ID, Communication Arts, Identity, Abitare, Process Architecture, Giftware News, Gift & Decorative Accessories, Greetings Etc., Total Licensing, and a number of books including Women in Design 1900–2000. She has received numerous awards from the AIGA and other professional organizations, serves a part-time faculty member of Otis College of Art & Design in Los Angeles, and has lectured at major institutions and conferences nationwide. Valencia is member of the Greeting Card Association.

Valencia founded the contemporary stationery company, Vida Valencia, in 2006. The company features a variety of gift card packaging and convenient gift wrap. The Vida Valencia catalog of over 130 products is currently licensed to Quadriga Art n New Jersey who handles all sales, manufacturing and distribution. Valencia has additionally developed 200+ products including home office collections, stationery essentials, gift bags and journals for Quadriga Art. American Stationery is another licensing partner for 168 everyday invitations, notecards, mailing labels and stickers for personalized products.

Visit website for more information: www.debravalencia.com

###

High Resolution Images Available Immediately Upon Request