

Press Release from Debra Valencia™

FOR IMMEDIATE RELEASE:

## **Debra Valencia™ Lands Licensing Contract with Industry Leader Design Design**

**Los Angeles, California** – February 9, 2009 Licensed artist Debra Valencia™ will be making her debut with Design Design in their March 2009 catalog.

Valencia's designs for four Thank You cards made the final cut for the spring supplemental catalog. Designs themes include:

- ◆ Floral Abstract "Thank You" features a feminine font, single magenta flower with flowing paisley-like leaves in shades of green and cyan
- ◆ Circulo "With Gratitude" in khaki, brown and teal blue scheme with urban chic feel in tailored circles and stripes
- ◆ Dot Grid "Thx" in robin's egg blue with white and espresso with abbreviated txt message instead of formal wording
- ◆ Organics "Thank You" features a modern take on paisley in vibrant shades of greens from lime to olive and accented with a fresh baby blue

Cards are full color and embellished with foil stamping and embossing, measuring 3.875" high x 5" wide and will be sold as four separate boxed sets.

"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".

Valencia is the brainchild behind California-based innovative stationery company Vida Valencia now licensed and distributed by Quadriga Art in New Jersey. Debra Valencia will be exhibiting for the first time as a licensed artist at Surtex in New York, from May 17–19, 2009. Her booth number is 2120 in Hall E, Level 1.

### **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, 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. 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.

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**High Resolution Images Available Immediately Upon Request**