

FOR IMMEDIATE RELEASE:

**Artist Debra Valencia™ Debuts “Pretty in Paisley”  
School Stationery Collection for Plan Ahead**

**Santa Monica, California** – March 21, 2011 Artist Debra Valencia™ will be making her debut with the “Pretty in Paisley” School Stationery Collection for Plan Ahead in stores nationwide shipping April 2011.

Debra Valencia is the first featured licensed artist for Plan Ahead’s premier line of school and office stationery products. Valencia’s lively paisley and floral design in blue, turquoise, lime green and purple including several coordinated mix and match patterns and borders which will appeal to the teen and college market as well as women of all ages.

New products include:

- Four “Pretty in Paisley” mini notepads with 80 lined pages, 3.25” w x 4.5” h.  
(Sugg. Retail \$1.99)
- Four “Pretty in Paisley” small journals with 80 lined pages, 5” w x 7” h.  
(Sugg. Retail \$2.99)
- Four “Pretty in Paisley” jumbo hard cover journals with 168 lined pages, 8.5” w x 10” h.  
(Sugg. Retail \$9.99)
- Four “Pretty in Paisley” 1 subject theme spiral notebooks with 80 college ruled lined sheets, 8.5” w x 10.5” h.  
(Sugg. Retail \$3.99)
- Four “Pretty in Paisley” composition books with 100 lined pages, 7.5” w x 9.75” h.  
(Sugg. Retail \$2.59)
- Four “Pretty in Paisley” 2 pocket paper portfolios, 9.5”w x 12” h.  
(Sugg. Retail \$1.99)
- Two “Pretty in Paisley” planners with 12 months monthly/weekly calendar pages with coordinating mini-journal or pocket planner, 4” w x 6.25” h.  
(Sugg. Retail \$7.00)

“I really appreciate Debra Valencia’s talent, vision and unique set of skills,” said Jude Daricek, Product Manager, of Plan Ahead. “This licensing arrangement will allow us to utilize her fashion-forward designs and add to our future product offerings, and Debra’s creativity and style will become an important part of the value we bring to our customers.”

**About Debra Valencia**

The Debra Valencia™ brand of surface designs are known for a creative blend of florals, brocades, paisleys, geometric and organic patterns mixed and matched in interesting color combinations, all with a distinctive sense of style. Her signature look is artistic, lively, vibrant, colorful, vivid and imaginative — inspired by pop culture, fashion and worldly ethnic themes. The designs reflect a fresh and imaginative approach to the creation of contemporary classic patterns that are chic and sophisticated, yet fun and lively. Mixing stripes with florals, colorful ethnic motifs with geometrics or old with new, each collection distinctively captures the essence and personality of the brand.

*“My collections are a reflection of my passion for traveling the world and scouring the marketplaces for interesting finds as well as a love for everything vintage. I mix and match elements in interesting color and pattern combinations to make something new”,* says Valencia.

Valencia's surface designs are applicable for all types of stationery products including greeting cards, invitations, journals, home office products, gift wrap and party goods. The pattern collections are equally applicable to apparel, fashion accessories, textiles, craft/hobby products and array of home décor products such as bedding, tableware, vases, frames, tiles, wallpaper and more. Valencia is currently licensed with over 12 manufacturers with over 800 products currently on the market or in production for 2011. Debra Valencia™ will be exhibiting for the third consecutive year as a licensed artist at Surtex in New York, from May 15–17, 2011. Her booth number is 546, Level 3/Main Hall adjacent to the National Stationery Show. For more information or an appointment, visit the website at [www.debravalencia.com](http://www.debravalencia.com).

Valencia is the brainchild behind California-based innovative greeting card company, Vida Valencia, launched in 2006 and now distributed exclusively by Jillson & Roberts in Santa Ana, California. The company features a variety of gift card packaging and convenient gift wrap and can be ordered at [www.vidavalencia.com](http://www.vidavalencia.com).

Valencia's expertise includes creating distinctive branding, packaging and product design for globally recognized companies in a variety of industries. Gift, Home, and Stationery: Esprit Bed & Bath, Karen Klein Candles & Spa; Toy: Hasbro, Playskool, Milton Bradley, Swingset Press, Herrington Teddy Bears, and CowParade; Entertainment and Hospitality: Disney, Hard Rock Cafés & Hotels International, The Cheesecake Factory, MGM Grand Hotels, Hilton Hotels, Luxe Hotels Worldwide, Costume Designers Guild and Leonardo DiCaprio; Publishing: Book design for artists including Mark Ryden and Liz McGrath, museums, galleries and a variety of travel, business, children and trade book publishers.

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 including *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, Craft & Hobby Association, Art of Licensing Group and American Institute of Graphic Artists.

### **About Plan Ahead**

Plan Ahead is a premier manufacturer of organizers, planners, calendars, journals, and pad folios in multiple designs, formats and sizes. Based in Santa Monica, California, Plan Ahead makes fine home office and school products for students of all ages, professionals and casual users. They seek out the needs of the consumer and design products to suit those needs for the retailers. They also understand what the retailers expect from their vendors and strive to meet those expectations. Currently selling over 200 different items in the product line in over 20,000 retail locations primarily mass market stores in the U.S. Look for Plan Ahead products at CVS, Walgreens, Walmart, Target and Fred Meyer.

Minimum wholesale order \$1000  
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**High Resolution Images Available at this link:**  
**<http://debravalencia.com/client/PR>**