

## Press Release from Debra Valencia™

FOR IMMEDIATE RELEASE:

### Debra Valencia™ Debuts at Surtex 2009 and Launches New Website

**Los Angeles, California** – May 11, 2009 Debra Valencia™ will debut 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. The show runs simultaneously with the National Stationery Show. In conjunction, Valencia also launched her new website further solidifying her distinctive brand of contemporary pattern design:  
<http://www.debravalencia.com/>

At the show, Valencia will introduce many new designs in both handpainted and digital mediums from simple and classic to playful and whimsical. Themes include florals, brocades, paisleys, geometrics, popular holidays, world cultural inspirations as well as specialty themes such as wedding, 'tween, pets and gardens. Valencia's designs are applicable for all types of stationery products including greeting cards, invitations, journals, home office products, gift wrap, party goods and paper giftables of all kinds. Designs are equally applicable to books, textiles, craft/hobby products and array of home décor products such as tableware, vases, frames, tiles, wallpaper and more.

Debra Valencia™ Brand surface designs are a creative blend of geometric and organic patterns mixed and matched in interesting color combinations, all with a distinctive sense of style. The brand is artistic, lively, vibrant, colorful, vivid and imaginative. At its core, it stands for timeless style that transcends culture, language or age. The brand reflects a fresh and imaginative approach to the creation of contemporary classic patterns that are chic and sassy, yet fun and lively. Mixing stripes with florals or colorful images on plaid, 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 is not a newbie to the industry. She founded contemporary greeting card and giftwrap company, Vida Valencia, in 2006. The company features a variety of creative gift card packaging and convenience-based gift wrap. The Vida Valencia catalog of over 130 products is currently licensed to Quadriga Art in New Jersey which handles all sales, manufacturing and distribution.

Valencia exhibited in the CHA art licensing show in Anaheim, California in both 2008 and 2009. She has five licenses under her belt to date. For Quadriga Art, Valencia has developed 200+ new products including home office collections, coordinated stationery programs, gift bags and journals. For another licensing partner, American Stationery, Valencia designed 220+ party, baby and wedding invitations, notecards, mailing labels and stickers for personalization. Other licensees include Design Design, National Envelope and David Textiles.

#### **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 several design 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.

Specific appointment times are available upon request. Contact Debra at 310.545.3660 or 310.266.1577 or [dv@debravalencia.com](mailto:dv@debravalencia.com). Visit the website for more information: [www.debravalencia.com](http://www.debravalencia.com). For more information about the shows, visit <http://www.surtex.com/> and <http://www.nationalstationeryshow.com/>.

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**High Resolution Images Available Immediately Upon Request**