



sky of blue cards

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FOR IMMEDIATE RELEASE

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SKY OF BLUE CARDS' DESIGNER COLLABORATES WITH 11-YEAR OLD DAUGHTER TO CREATE NEW CONCRETE POEM NOTE CARD COLLECTION

MENLO PARK, CA, May 8, 2012. Current LOUIE Awards finalist, Sky of Blue Cards, is thrilled to announce the release of a new collection of note cards, the result of a beautiful collaboration between Company Principal and Designer, Karla Ebrahimi and her 11-year old daughter Nathalie Camens. These cards will debut at the National Stationery Show at the Jacob K. Javits Center in New York City, May 20-23.

Sky of Blue Cards' new "Concrete Poem Mini Note Card Collection" consists of a group of six cards that are concrete (or, "shape") poems about various fruits and vegetables. The poetry on these cards was written by Karla's daughter and illustrated by Karla herself. They are letterpress and printed with one of three ink colors – Pantone 374-U (green), Pantone 185-U (red), or Pantone 109-U (yellow). All are printed on 100% cotton paper and measure 3 3/8" x 5 3/8". These note cards are blank inside, and come with matching 3.5" x 5.5" envelopes. They are sold as singles in cellophane sleeves, or in boxed sets of six, containing one of each of the six cards.

Sky of Blue Cards is proud of this new collection and confident that there is absolutely nothing like it in the stationery market today. On each of the note cards, there is a poem about a fruit or a vegetable – a pear, a pomegranate, a banana, a pea pod, a chili pepper, or a lemon. The text is then cleverly and delightfully illustrated into the actual shape of the fruit or vegetable.

Sky of Blue Cards' company principal and designer explains, "About a year ago when my daughter was in the 5th grade, she came home and told me that they had learned about 'Concrete Poems'. She was so excited and quickly wrote a poem about an apple in the shape of an apple. We both had the same thought at the very same moment, which was: *concrete poems would make great note cards!* Months passed by and we put the idea aside, knowing we'd get back to it one day. And we did! Recently my daughter sat next to me in my design studio, thoughtfully writing poems about pears, pomegranates, bananas, pea pods, chili peppers, and lemons. Meanwhile I would take her words exactly as she wrote them, twisting and turning the text into the shape of the fruit or vegetable the poem was about. It was an unforgettable experience for both of us. We believe our customers will think these cards are as special as we do!"

Sky of Blue Cards is a small but growing manufacturer of chic, fun, and whimsical letterpress and conventional printed greeting cards, stationery, gift wrap, and specialty products for moms and kids. This year Sky of Blue Cards is honored to be a LOUIE Awards finalist and thrilled to be a Trendy Award finalist. Sky of Blue Cards will be exhibiting for their third year at the National Stationery Show in the Jacob K. Javits Center in New York City on May 20-23, 2012. Company Principal and Designer, Karla Ebrahimi will be available for press interviews daily and can be reached at 650-255-1848 while in New York. Sky of Blue Cards will be in booth 2059 and is offering a show special of 10% off for all orders of \$200 or more.

Pre- and post-show you may contact Sky of Blue Cards at 912 Harmon Drive, Menlo Park, CA 94025, 650-566-9796, or by visiting www.skyofbluecards.com.

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