

**FOR IMMEDIATE RELEASE**

**AWARD-WINING LETTERPRESS GREETING CARD COMPANY SKY OF BLUE CARDS  
DEBUTS 2015 SPRING RELEASE**

*Comprised of Everyday and Holiday Collections Sky of Blue 2015 Spring Release Incorporates Hot New Trends in Color and Fonts, Whimsical Illustrations and Sophisticated Patterns Collections to Debut at the National Stationery Show May 17-20, 2015*

**MENLO PARK, CA – (May 5, 2015)** – Acclaimed fine greeting card and stationery company, **Sky of Blue Cards** ([www.skyofbluecards.com](http://www.skyofbluecards.com)), is pleased to announce the debut of its spring release comprising of both its 2015 everyday and holiday collections. Known for its chic, fun, and whimsical designs and simple yet playful wording these beautifully crafted letterpress creations make it easy to find that perfect card for any event, occasion, or celebration. Both collections, consisting of fourteen new cards will debut at this year's National Stationery Show taking place May 17-20, 2015 at the Jacob Javits Center in New York City.

"We are beyond excited to debut our new 2015 everyday and holiday collections as this year's show," said, Karla Ebrahimi, CEO and Chief Designer of Sky of Blue Cards. "We attended the National Stationery Show for four years now. It is where we won our first LOUIE Award and were discovered by Barneys New York to be its exclusive letterpress holiday card line in 2012. This show has really helped in establishing Sky of Blue Cards within the greeting card and letterpress industry and I could not think of a better place to introduce our new collections."

The cards in this year's spring release will exude a look and feel of sophisticated chicness expressed through beautiful holiday patterns derived from hand-illustrated snowflakes, menorahs, antlers, and gingerbread men among other holiday-inspired motifs. As always, the cards in the spring release will include trendy fun copy and designs that Sky of Blue Cards is known for, however will offer some new elements like trendsetting color palettes influenced by the Mediterranean Sea and Ebrahimi's childhood trips to the summer market; unique typography of words and phrases that are popular among today's pop-culture; and hand-drawn illustrations of the "latest craze."

To keep on trend, many of the cards will include bold colors – inky shades of cobalt blue, crisp whites, deep raspberry reds, soft pinks, vibrant corals, and the Pantone Color of the Year, Marsala. And, as always, the new release will feature little illustrations always inspired by favorite places and pastimes of Ebrahimi, her family, and friends.

The 2015 spring release consists of eight everyday cards including birthday and encouragement and six signature Sky of Blue holiday "mini" cards including Christmas, Hanukkah, and New Year- themed greetings. All everyday cards are A2 size and measure 4.25 by 5.5 inches. All signature holiday "mini" cards measure 3.375 by 5.25 and take standard postage. Card pricing begins at \$4.50; \$2.25 for wholesale.

Cards in the spring release will be available for purchase online [www.skyofbluecards.com/shop/](http://www.skyofbluecards.com/shop/) beginning in mid-May. The 2015 collections, the full line of Sky of Blue's greeting cards, and other specialty products will be available for viewing at the National Stationery Show at the Sales By Apt.2 Booth #2035.

Sky of Blue Cards uses 100 percent cotton paper, a tree-free, natural, sustainable resource that minimally impacts the environment. All envelopes are made from recycled or partially recycled materials. Sky of Blue Cards utilizes responsible printing methods allowing a minimal amount of wasted paper, if any.

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Sky of Blue Cards can be found at fine stationery stores, bookstores, gift shops, bakeries, craft & DIY shops, and boutiques across North America. For retailers near you please visit, [www.skyofbluecards.com/retail-locations/](http://www.skyofbluecards.com/retail-locations/), or purchase online at, [www.skyofbluecards.com/shop/](http://www.skyofbluecards.com/shop/). For clientele who must have something simply fabulous and couture, Sky of Blue Cards will work closely with its customers to create a unique design that truly speaks to their event, story, or occasion.

Sky of Blue Cards is located at 912 Harmon Drive, Menlo Park, CA, 94025. For additional information, to place a custom order, or to purchase cards via phone call (650) 566-9796.

**About Sky of Blue Cards**

Founded in 2008, Sky of Blue Cards produces chic, fun, and whimsical letterpress and traditional printed greeting cards, stationery, giftwrap, and specialty products. Founded by Karla Ebrahimi, a former greeting card designer for Hallmark Cards, Inc., Sky of Blue Cards has been the recipient of a prestigious LOUIE Award, the “Oscars” of awards in the greeting card industry and officially known as the International Greeting Card Award Competition. In addition to winning a LOUIE Award in 2013, Sky of Blue Cards has received “finalist status” four times in a variety of categories over the last four years. Launched by the Greeting Card Association in 1988, the esteemed LOUIE Awards recognizes the most outstanding greeting cards, invitations, and announcements produced by stationers all over the United States. Sky of Blue Cards has also served as the exclusive letterpress holiday card line at the luxury retailer Barneys New York, in New York City, Beverly Hills, Chicago, Dallas, and Scottsdale.

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