



sky of blue cards

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FOR IMMEDIATE RELEASE

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SKY OF BLUE CARDS ADDS 30 NEW SEASONAL CARDS TO ITS LINE!

MENLO PARK, CA, May 8, 2012. Current LOUIE Awards finalist, Sky of Blue Cards, proudly announces the release of 30 new seasonal cards in the categories of Mother's Day, Father's Day, Graduation, Christmas, Hanukkah, New Year's, and Valentine's Day. All of these spring & winter holiday cards are letterpress or conventional printed on 100% cotton paper. They come with colorful matching envelopes and are sold as single cards in cellophane sleeves. These new cards will be launched into the market at the National Stationery Show at the Jacob K. Javits Center in New York City, May 20-23.

Among this release, are six beautiful and sweet Mother's Day cards that are perfect for honoring one of the most significant and nurturing relationships in a person's life. "These Mother's Day cards are so special to me. I had a very close relationship with my mom and while creating each of these designs, I felt like I was speaking to her and imagining how she would have loved receiving them," noted Karla Ebrahimi, Company Principal and Designer. The cards are A2 size, measuring 4.25" x 5.5".

Additionally, Sky of Blue Cards is releasing six bright and playful Father's Day cards, A2 size (4.25" x 5.5"). "We had a lot of fun with the dads – 'Hangin' With Dad Owls', being one of our favorites. If my husband and son were owls, that would be them on this card, sitting on that tree branch with matching ties," exclaimed Karla.

Sky of Blue Cards' new Graduation cards are also included in this large release. Six colorful designs that celebrate one of life's biggest and proudest moments. These cards are A2 size (4.25" x 5.5").

Sky of Blue Cards is also proud to announce six new Valentine's Day cards to its line, also A2 size (4.25" x 5.5"). "They are inspired love-filled greetings that are perfect for all types of relationships. Whether you are just falling in love, as in 'I'm Falling For You... Catch Me', or giving a card to a long-time partner, as in 'Love Bicycle,'" said Karla.

Lastly, in this release there are six winter holiday cards that are a new size for Sky of Blue, measuring 3 3/8" x 5 3/8", named "Mini Cards". "They are within the dimensions of regular first-class postage, but they are still such a sweet little size," remarked Karla. They include Christmas, Hanukkah, and New Year's, as well as general winter holiday celebrations. All come with matching 3.5" x 5.5" envelopes and are sold in boxes of six as well as singles in cello sleeves.

"A lot of careful consideration has gone into the development of our line. We are absolutely crazy about all of these cards and are so happy to be able to offer our customers a wider variety of seasonal cards," explains Karla.

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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