



sky of blue cards

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FOR IMMEDIATE RELEASE

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SKY OF BLUE CARDS INTRODUCES ITS NEW BREAST CANCER AWARENESS CARD

MENLO PARK, CA, September 21, 2010. In support of Breast Cancer Awareness Month, Sky of Blue Cards is proud to announce its limited edition Breast Cancer Awareness Card to be released for sale now and all through the month of October.

Encouraging all to “think pink”, Sky of Blue Cards has created a simple, elegant letterpress note card that serves as a visual reminder to the sender and the recipient to help spread awareness for early detection, gather in support of those who are in the midst of their fight, and celebrate those who have been cured of Breast Cancer. “As a designer, I fall in love – even just a little bit – with each piece I create and that’s how I know it’s ready to be produced and sold. With this motif, I went through several iterations before settling on the powerful text and ribbon design which evoked a very emotional response for me; that’s when I knew it was complete. We hope our customers feel the same.” commented Karla Ebrahimi, Company Principal and Designer.

Sky of Blue Cards will donate a portion of all sales of this card toward Breast Cancer research, education, and mammograms for low income, uninsured and working poor women.

Sky of Blue Cards’ Breast Cancer Awareness card utilizes their signature clean approach to design with abundant use of negative (white) space. Printed in shades of pink, they are 4.75” x 3.5”, and packaged as singles in cellophane sleeves or as boxed sets of six.

“With Breast Cancer affecting 1 in 7 women today, we all know of somebody who has fought this battle. The encouraging news is that when found early, the five-year survival rate is 96%. We hope our wholesale and retail customers will consider purchasing our card, knowing that by doing so they are helping to spread awareness for early detection and hope for a cure.” commented Karla Ebrahimi.

Sky of Blue Cards is a small greeting card manufacturer offering chic, bright, and whimsical letterpress and standard printed stationery, greeting cards as well as fun and functional specialties for moms and kids.

You may contact Sky of Blue Cards at 912 Harmon Drive, Menlo Park, CA 94025, 650-566-9796, or by clicking to skyofbluecards.com.

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