



FOR IMMEDIATE RELEASE

**LETTERBOX, NEW SEASONAL SUBSCRIPTION SERVICE, DELIVERS BEAUTIFUL LETTERPRESS STATIONERY, POSTAGE, LUXE LIFESTYLE ITEMS & LETTER-WRITING ACCOUTREMENT TO YOUR MAILBOX**

*Acclaimed Bay-Area Based **Sky of Blue Cards** Brings Back the Importance of the Written Word with Beautifully Curated Boxes of Greeting Cards and Custom Postage Stamps along with other Seasonal Favorites Hand-Selected by Company's Founder*

**MENLO PARK, Calif. – (Sept. 16, 2015) – Sky of Blue Cards** ([www.skyofbluecards.com](http://www.skyofbluecards.com)), an acclaimed letterpress greeting card and specialty paper product company based in the San Francisco Bay Area today announced the launch of **LetterBox**, a seasonal subscription service that's putting the importance back in hand-written letters by delivering beautifully curated boxes of letterpressed cards, custom postage stamps, and unique and authentic lifestyle items to your mailbox.

"I've always had a love for writing (and receiving) letters in addition to my lifelong obsession with beautiful stationery. With my background as a greeting card designer and then the birth of my own company, **Sky of Blue Cards**, my infatuation with an old-fashioned handwritten note has only grown deeper, says Karla Ebrahimi, CEO and Chief Designer of **Sky of Blue Cards**. "Our subscription box is unique in that we deliver our letterpress stationery along with thoughtfully curated personal and home lifestyle items to our subscribers. Our goal is to not only outfit our subscribers with the very best stationery and accoutrement for their letter-writing desks, but more importantly to create a beguiling experience for them; one in which they can relax and sit down with a cup of tea and write some letters. With **LetterBox**, my goal is to inspire people to take a step back from their fast-paced lives and partake in the art of letter-writing time and again. There is just something special about receiving a hand-written note in the mail in this digital age."

**LetterBox** by **Sky of Blue Cards** will be sent to subscribers seasonally in September, December, March, and June. Each box will always include five luxurious letterpress cards consisting of at least one birthday card; an everyday occasion card such as a congratulations or encouragement card; a note card or thank you card; season-appropriate cards such as Valentine's Day, Christmas & Thanksgiving, Mother's & Father's Day, graduation; and five custom postage stamps. Additionally there will be at *least* two other products included in the box such as gift wrap, wine bottle tags, coasters, as well as unique, local, one-of-a-kind lifestyle items carefully hand-selected by Ebrahimi. Think the best quality writing pens; spools of beautiful ribbon, twine, and decorative tapes; organic herbal teas; and scrumptious treats like Rose Geranium Rosette Meringues and Fleur de Sel Caramels from some of San Francisco's most renowned French bakeries and artisan chocolatiers – all of which can be enjoyed while sitting down to write. Periodically special letterpress paper items will be included that are not sold in stores and will only be available to subscribers.

Beyond the seasonal subscriptions, **Sky of Blue Cards** will also curate specialty-themed gift box collections such as holiday, Mother's Day, graduation, and bridal. **LetterBox** can also be purchased as a gift for family or friends by purchasing a one-year subscription (four seasons), a six-month subscription (two seasons), a single box (current season), or a specialty gift collection.

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Subscribers are billed \$35 quarterly for a one-year or six-month subscription or \$45 for a single box or a specialty-themed gift box collection. **LetterBox** is an auto-renewing subscription and can be canceled anytime before the start of each renewal cycle.

Each new one-year subscriber will receive a beautiful, custom-made, solid Maple block stamp with their name and address on it along with an inkpad to formally address their beautiful letters.

Subscribers will expect to receive their first box within a few days of their order. All future boxes will be shipped directly to the subscriber's doorstep within the first two weeks of the season. **LetterBox** can be shipped anywhere in the U.S. and Canada, including P.O. Boxes. Shipping charges will vary depending on destination location.

To subscribe to **LetterBox**, please visit [www.skyofbluecards.com/letterbox](http://www.skyofbluecards.com/letterbox)

**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.

**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.

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### **About Sky of Blue Cards**

Founded in 2008, Sky of Blue Cards produces chic, fun, and whimsical letterpress and traditional printed greeting cards, stationery, gift-wrap, 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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