



sky of blue cards

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SKY OF BLUE CARDS INTRODUCES ITS NEW SPECIALTY PRODUCTS FOR MOMS & KIDS

MENLO PARK, CA, May 10, 2010. In honor of Mother's Day, Sky of Blue Cards is pleased to introduce its new line of products for moms & kids at the National Stationery Show in booth 1363 at the Jacob Javits Center, May 16-19, in New York City.

Sky of Blue Cards has created new notepads for moms and playdate cards for kids. The notepads for moms consist of the clever all-in-one "Mom's Never-Ending To-Do List", as well as three more specific notepads: "Organized Mom", "Gifted Mom" & "Shopping Mom". These three are sold separately, or as a set appropriately named "The Complete Mom".

These artisanal products are the creation of Company Principal and Designer, Karla Ebrahimi, who's bright approach to design insists on its utility – evident throughout her entire line. The advantage of a mom's perspective allowed her to create notepads that will be helpful in organizing the multiple tasks busy mothers juggle every day with a touch of warm humor. All are 5.5" x 8.5", except "Shopping Mom" which is 3.5" x 8.5" and comes with a magnet adhered to the back.

"I'm a list-maker. My mom was a list-maker. Even my 9 year old daughter is a list-maker. Our lists serve as sails for navigating our days. While I was designing these, my husband would come to my studio with suggestions. He was impressed that I'd instantly know if we moms would use his suggested feature or not. I'd say No. Trust me. We won't use it if it doesn't address our needs. Mapping the course of our days is fun – it allows us to consider and plan our activities and appointments without being inundated." commented Karla Ebrahimi.

Sky of Blue playdate cards, a component to the line of mom's products, are also being introduced at the Stationery Show. The "Tween Power" playdate card is targeted to the very popular 'tween girls market, integrating their vivacity in bright colors and fun fonts with clever cues such as that brand new email address. The other two cards are designed for younger children with sections for their mom's contact information. All are 3.5" x 2" and include humorous phrases like "Have your mom call my mom".

"We're delighted to bring these new products to the National Stationery Show to provide a glimpse into our 'moms and kids' gallery. We plan to release wonderful products in this category in the coming year." said Karla Ebrahimi.

Sky of Blue Cards is thrilled to be debuting in the National Stationery Show to expand their already popular online presence into a vast nationwide retail market. Attendees of the show may visit Sky of Blue Cards in Booth 1363 and will enjoy a 10% discount for all orders placed at the show. As well, they may participate in daily drawings to win a free boxed set of best-selling cards.

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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