

FOR IMMEDIATE RELEASE

luckychair Introduces Line of "Everyday Things" Greeting Cards

Sending a luckychair card is like "Giving Someone a Hug"

New York, NY, April 14, 2002—luckychair, a New York City-based design company, is pleased to announce a new line of greeting cards intended for "the Hands of Lucky People Everywhere," the first from artist and designer Sue Jenkins, luckychair's President and Creative Director. luckychair will be exhibiting the greeting cards in booth #7475 at the "Take Note" section of the National Stationery Show, Jacob K. Javits Convention Center, New York, NY, May 19-22, 2002.

"It's been a lifelong dream of mine to design a line of greeting cards," says Jenkins, who drew her first picture on the wall next to her crib and has since built a career around photography, painting, illustration, and graphic and web design.

The new line contains 74 images, revolving around the themes home and garden, divided into the categories of kitchen, living room, study, garden, love, birthday and holiday. The cards feature "everyday things," such as plants, vases of flowers, lamps, cakes, pies, candles, and, yes, chairs.

"I love "everyday things," says Jenkins, "because they're comforting and familiar. Getting a luckychair card is like getting a hug."

Jenkins uses bright colors in the new line. "I like optimistic colors," says Jenkins, "blues, greens, pinks, and yellows. Colors that say yes instead of no, to underscore the positive images."

Most of the cards are blank, reflecting Jenkins' belief that "a message means so much more when you say it in your own words." Greeted cards include 6 cards printed with "happy birthday" and 6 that say "happy holidays. The 5"x7" cards are printed on 100 percent recycled linen textured paper and come with matching recycled brown Kraft envelopes. Suggested retail price is \$3.00 per card and \$23.00 for boxed holiday sets that include 12 cards and envelopes. luckychair's cards are now available for wholesale purchase. Wholesale and retail orders will be available at the company website by Fall 2002.

A percentage of luckychair's profits will be donated to The Nature Conservancy.

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