

## **FOR IMMEDIATE RELEASE**

### ***luckychair* To Debut New Greeted Cards at the National Stationary Show, May 18-21, 2003 in New York**

*Fresh, new greeting card company adds greeted cards to its successful line of blanks*

New York, NY, February 18, 2003—*luckychair*, the New York City-based design company, is pleased to announce the addition of several new greeted occasional card designs to their successful line of blank “everyday things” cards, to be debuted at the May 2003 National Stationary Show. *luckychair* cards are intended for “the hands of lucky people everywhere,” says artist and designer Sue Jenkins, *luckychair*’s President and Creative Director.

To meet the growing demand for greeted *luckychair* cards in 2003, *luckychair* is adding twenty-two greeted cards in the categories of Birthday, Thank You, Sympathy, Congratulations, and Valentine's Day, among others.

“Card sales were great in 2002, and 2003 promises to be even better,” Jenkins says.

*luckychair* introduced eight new greeted baby/shower cards in January, 2003, which will also be shown at the stationary show in May. These cards reflect another creative project of Sue’s; she is due to give birth on May 18. So, if folks don’t see her at the *luckychair* booth (7456: take note), that’s why. (It’s a boy!)

"I'm very excited about all the new cards," says Jenkins. "I hope everyone will come by and visit us at the show!"

In 2003, *luckychair* plans to augment their client base, enlarge distribution throughout the U.S. by signing up more sales reps in different territories (they're currently covered in the Mid-Atlantic states and New England), and continue to refine and polish the line.

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