

FOR IMMEDIATE RELEASE:

**GRAPHIC ARTIST DEBRA VALENCIA
DEBUTS AS LICENSED ARTIST AT CHA**

Los Angeles, California – January 14, 2008 Internationally renowned graphic artist Debra Valencia, who most recently signed a licensing agreement with Quadriga Art, will be making her licensing debut at the Craft and Hobby Association Winter Show in Anaheim, California. The show runs from February 10th through February 13th, 2008. Valencia will be located in booth #3286 in the licensing and design division of the show. Valencia is the brainchild behind California-based contemporary stationery company Vida Valencia.

Valencia currently licenses over 175 products in the stationery and greeting card industry. Her contemporary style of graphic patterns is applicable to craft products, decorative accessories, giftware, ceramics, textiles, bed and bath linens, rugs, wallpaper, glass, frames, ornaments, tableware and apparel. Valencia plans to work with manufacturers in paper products, social expression, textiles, home fashions, tabletop, gift, craft and hobby, children's merchandise and jewelry.

"My collections are a reflection of my passion for geometric and organic patterns mixed and matched in interesting color combinations," said Valencia.

Valencia is well traveled and takes inspiration from the places where she has been in particular, Mexico, India, Morocco, Thailand, Japan and Italy. She also finds stimulation from fashion genres as well as, historical architecture, tiles, textiles and handicrafts from around the world.

ABOUT DEBRA VALENCIA

Educated as a graphic designer and earning the faculty award for most outstanding student, Debra received a BFA with honors from the University of the Arts in Philadelphia. A member of the American Institute of Graphic Arts (AIGA), Debra has lectured at major institutions and conferences nationwide. Her work has been featured in publications internationally such as Time, Interiors, HOW, Print, ID, Communication Arts, Identity, Abitare, Process Architecture, Giftware News, Gift & Decorative Accessories, Greetings Etc. and a number of books including Women in Design 1900–2000. She has received numerous awards from the AIGA and other professional organizations and is a part-time faculty member of Otis College of Art & Design in Los Angeles.

Valencia's expertise includes creating distinctive branding, packaging and product design for globally recognized companies in a variety of industries. Gift, Home, and Stationery: Esprit Bed & Bath, Karen Klein Candles & Spa; Toy: Hasbro, Playskool, Milton Bradley, Swingset Press, Herrington Teddy Bears, and CowParade; Entertainment and Hospitality: Disney, Hard Rock Cafés & Hotels International, The Cheesecake Factory, MGM Grand Hotels, Hilton Hotels, Luxe Hotels Worldwide, Costume Designers Guild and Leonardo DiCaprio; Publishing: Book design for artists including Mark Ryden and Liz McGrath, museums, galleries and a variety of travel, business, children and trade book publishers. She founded the contemporary stationery company, Vida Valencia, in 2006. The company features gift card packaging and convenient gift wrap solutions with contemporary patterns in bold colors

###

High Resolution Images Available Immediately Upon Request

Contact: Debra Valencia, Founder and Graphic Designer
12573 Crenshaw Boulevard
Hawthorne, California 90254
Phone: (310) 349-0000
Email: info@vidavalencia.com