

FOR IMMEDIATE RELEASE:

HO! HO! HO! DOTS FROM VIDA VALENCIA

Los Angeles, California – May 30, 2007 California-based contemporary stationery company, Vida Valencia has recently introduced a fun and whimsical Ho! Ho! Ho! Dot collection for the holiday season. The collection includes stylish and convenient gift wrap solutions for the ever popular monetary gift card as well as CDs, DVDs and general gifts. Nested Boxes, Deluxe Gift Card Boxes, Gift Card Hang Tags and more are embellished with whimsical colored polka-dots guaranteed to bring holiday cheer.

The Nested Box set includes three sturdy boxes with fully laminated printed patterns on outside top and bottom. A complimentary pattern lines the inside top. The nested boxes measure 6" h. x 6" w. x 6" d., 5" h. x 5" w. x 5" d. and 4" h. x 4" w. x 4" d. All three boxes are reusable for multipurpose storage. The patterns coordinate with the Gift Card Hang Tags for giving a gift card with a gift.

Vida Valencia's exclusive Deluxe Gift Card Box is the ultimate in gift card packaging. It is perfect for high value gift cards when extra personalization is needed. This hinged box opens to present the gift card like a precious piece of jewelry giving the recipient the excitement of opening a three-dimensional gift. Each box measure 3.5" h. x 5" w. x 3.5" d. and is fully assembled with a die-cut insert and attached ribbon to tie the box shut. The Deluxe Gift Card Box is reusable for trinkets and mementos.

Sold individually are Mini Gift Card Boxes measuring .5"h. x 3" w. x 2"d., Square Gift Card Boxes measuring .5"h. x 5.75" w. x 5.75"d., and the Square CD/DVD Boxes measuring .5"h. x 5.75" w. x 5.75"d.

Vida Valencia's Gifts Card Hang Tags hold any gift card and conveniently tie to the handle of a gift bag, bottle or bow on a wrapped gift. Each tag measure 3" h. x 4.75" w. and is packaged individually with ribbon. Gift Card Hang Tags are the perfect extra touch when the gift alone just doesn't seem to be enough.

"Our holiday collection combines contemporary style with the ultimate convenience of instantly wrapping gift cards and combining them with other small gifts," says Debra Valencia, founder and award-winning graphic designer.

Stay tuned at <http://www.vidavalencia.com/> for additional information.

ABOUT VIDA VALENCIA

The Vida Valencia product lines feature contemporary, modern motifs that appeal to anyone with a taste for clean, abstract design and bold colors. Internationally renowned graphic designer, creative director Debra Valencia founded Vida Valencia. Her expertise includes creating high-end branding, packaging and product design for such companies as Esprit Bed & Bath, Karen Klein Candles, and Hard Rock Cafes & Hotels, Disney, Hasbro Toys and numerous others in all facets of industry.

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High Resolution Images Available Immediately Upon Request

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