

FOR IMMEDIATE RELEASE:

THE PERFECT WEDDING GIFT FROM VIDA VALENCIA

Hermosa Beach, California – January 17, 2007 Not sure what the perfect wedding gift is? The trend is to let them choose for themselves by giving a gift card from any number of retailers, restaurants, theaters, airlines, hotels spas, home décor, or a plethora of other vendors and services. Even Visa, MasterCard and American Express offer gift cards that can be redeemed at thousands of outlets. The personality of your thoughtful gift comes in the presentation!

Contemporary stationery company, Vida Valencia has your customized wedding wrap ready to go down the isle with their latest selection of the original Gift Card Presenters™: Gift Card Pop Upz™ collection wedding designs. The latest collection includes three new wedding designs which make an elegant choice for the bride and groom to be.

Each 3.5" x 5" card is elegantly decorative yet in contemporary motifs. The message on each card offers congratulatory sentiments for the new couple. No assembly is required. Simply open the Gift Card Pop-Upz™ card, insert the gift card of choice into die cut slot-creating a fun pop-up effect. All that's left to do is mail it ahead of the event or drop it on the gift table and party the night away at the wedding reception.

Gift Card Presenters™: Gift Card Pop Upz™ are made of heavy card stock and sold with color coordinated envelopes in fancy metallic papers. There are currently more than 100 card designs to choose from, including holiday, everyday and special occasion. SRP: \$2.99 each.

If you are looking for a more three-dimensional choice when giving gift cards, try Vida Valencia's Dress Upz Purse™ collection. One special themed Dress Upz Purse™ for the bride-to-be and weddings is the Niagara Falls with bridal brocade. It is perfect for bridal showers and weddings.

Simply open flap, insert gift card of choice, close flap and present your flair of fashion. Each Dress Upz Purse™ includes an oval name tag and color coordinating ribbon that ties to the purse handles. Dress Upz Purses™ can be used for party favors and name place holders, as well. Dress Upz Purses™ are made of heavy card stock and are sold individually for \$3.49 each.

"Gift card giving is a popular and logical trend in the wedding industry," says Debra Valencia, founder and award-winning graphic designer. "Vida Valencia's wedding Gift Card Presenters™ provide style and distinct personality to your gift card presentation."

Look for Vida Valencia to expand their product line to include other creative Gift Card Presenters™, greeting cards, gift wrap, reusable decorative gift boxes, fine gifts and home décor. 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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