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**For Immediate Release:**

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## News Release

### Sparkle Designs Launches New Line of Greeting Cards

DALLAS, Texas (June 22 -25, 2007) – Eloyce Newman, Dallas artist and graphic designer, has launched a new fresh line of greeting cards using innovative design and creative artwork that appeals to the very old to the very young.

From the whimsical to the contemporary to the more traditional, Sparkle Designs offers a wide range of photo cards, fill-in cards, imprintable invitations and gift card enclosures that is sure to fit every style and taste. With dozens of styles and colors to choose from – such as bassinet blue for a baby boy baby shower – Sparkle Designs features original designs that can be personalized by hand or computer for party invitations, holiday greeting cards and a number of cards to celebrate every day life occasions. Tilley the Fairy and Silly Bird, two of Sparkle's exclusive, whimsical illustrations, can fit into any situation and can be found shopping, having parties and even floating in a snow globe!

"Sparkle Design cards were created to celebrate everyone's special moments and offer a meaningful way for people to speak from the heart to those they care most about," said Newman, owner of Sparkle Designs. "Silly Bird and Tilley the Fairy will surely put a sparkle in anyone's eyes and usually find a way into all of life's occasions."

This bright and lively collection of cards, which are printed on high-quality paper, will debut at the **F!NDS Dallas Temp Show** at the World Trade Center in Dallas on June 22-25. Look for Booth 2525 on the 12<sup>th</sup> floor. For more information about Sparkle Design, please visit [www.sparkledesignonline.com](http://www.sparkledesignonline.com) or call 972.922.1029. Sparkle's products are also available at the following retail store: Main Street Station, 337 S. Main

St., Grapevine, TX. Interested in carrying Sparkle Designs in your store? Call 972.922-1029 or email [sparkledesigns7@yahoo.com](mailto:sparkledesigns7@yahoo.com).

### **About Sparkle Designs**

Created in November 2006, Sparkle Designs is a fresh line of greeting cards offering wishes for every day life experiences. Each of the imprintable, fill-in, photo and gift enclosure cards is printed on high-quality paper and features designs ranging from the whimsical to the traditional. Tilley the Fairy and Silly Bird are Sparkle's signature illustrations.

Eloyce Newman, graphic artist and owner of Sparkle Designs, has a bachelor's degree in visual arts, has taught drawing and painting classes at a community college and has been designing computer graphic creations both for herself and others for the last decade.

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