



NEWS

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CHECKS UNLIMITED™ PUBLISHES “KIDS-DID-IT! DESIGNS®” ILLUSTRATIONS – MINI MATISSES LEARN *and* EARN with LICENSING

San Diego, CA – Four young California art students, ages 5, 6, 7 and 9, have become published artists now that their charming and colorful illustrations, *Butterfly*, *Happy Sun*, *Frogs*, and *Earth* – have been reproduced as *Kids-Did-It!* personal checks and address labels, now available through www.ChecksUnlimited.com.

In addition to learning the fundamentals of art and design, Elyse Bobczynski (5), Jeffrey Shutt (6) Stephen DeVito (7) and Lauren Van Woy (9) also earn royalties for the reproduction of their artwork.

Checks Unlimited™, the nation's leading direct-to-consumer check manufacturer with over 33 million customers, licensed the designs from the *Kids-Did-It! Designs®* collection made up of illustration created by the young students of California artist and art teacher, Michelle Abrams.

Throughout the summer, young children, ages 3-14, join Michelle for directed-drawing classes in her San Diego art studio. Her contagious love for the arts brings out the best from her enthusiastic young students and the resulting illustrations are fresh, colorful, exuberant, and quite inspirational. After class, Michelle encourages parents and students to take their artwork off the refrigerator, enlarge it, frame it, and display it proudly throughout the house!



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Michelle often compares the student artwork to those of the classics, describing their artwork as, "...quite colorful and strikingly beautiful - worthy of being called 'fine art' in the tradition of Matisse, Van Gogh, Picasso or Miro."

Michelle's husband, Glenn, also a designer, was inspired to create *Kids-Did-It! Properties™*, a business that collects, represents and reproduces the student artwork. So, aside from the thrill and satisfaction of being published, the young artists also earn a royalty for the licensed reproduction of their work. Students often use the proceeds as extra allowance, or for college savings. "Some students have even framed their first royalty check!" says Glenn.

Now more than 200 of the most compelling illustrations are available for licensed reproduction under the *Kids-Did-It! Designs®* brand.

"The artwork is fresh, inspirational - very colorful and surprisingly sophisticated. It's a complete collection with a very broad appeal - and we can easily adapt it for reproduction as a complete line on a variety of materials, including paper goods, textiles, clothing, household and soft-goods, ceramics, plush toys, giftware - let your imagination go!" says Glenn.

Checks Unlimited™ is not the first company to show interest in the *Kids-Did-It! Designs®* collection. *American Greetings*, *Papel Giftware™*, *Prentice Hall*, *Houghton-Mifflin*, *PAK2000*, and *The Covenant House* (as part of their fund raising efforts) have all published *Kids-Did-It! Designs®* artwork on items ranging from books, cards and stationary to holiday giftware. To date, more than 29 students have been published through Kids-Did-It!.

More information, as well as thumbnail-sized images of the current *Kids-Did-It! Designs®* illustration collection can be found on-line at: www.kidsdidit.com

The 'Kids-Did-It!' personal check package is available to consumers on-line at

<http://www.kidsdidit.com/ChecksUnlimited.shtml>

or

<http://www.checksunlimited.com/Personal/PersonalCheck.asp?DesignID=10069&irn=KIDSDID711>



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Biographical Information

Michelle Abrams

*Instructor
Abrams Art Studio*

Art Director and Instructor, Michelle Abrams has a Master of Fine Arts degree from *Yale University*, and a broad range of experience in the creative arts, including animating for *Sesame Street*, serving as a Creative Director in Los Angeles, managing her own San Diego illustration, design and animation studio, and most recently, creating watercolor paintings and teaching fine art to adults and young children.

Michelle's professional experience and contagious love for the arts brings out the best from the imaginative and enthusiastic minds of young students during her directed-drawing classes.

Glenn Abrams

*President
Kids-Did-It! Properties™*

In 1979, Glenn Abrams graduated with a BFA from the *Rhode Island School of Design*. Since then, he has produced, designed, directed or managed a wide variety of creative multi-media, marketing communication and entertainment projects - the most memorable include serving as Producer on Microsoft's *Windows95 Launch Event/Expo and Broadcast* with Bill Gates and Jay Leno; *Michael Jackson's World HIStory Tour* 3D VR opening animation; the introduction of the *Lexus LS400*; the new *BMW 7* and the first interactive CD-ROM for the *Toyota RAV4*.

In 1996, capitalizing on his marketing-communications and production experience, Glenn partnered with his wife, Michelle, to create *Kids-Did-It! Properties™*, a small San Diego business that licenses reproduction-rights to their growing *Kids-Did-It! Designs®* collection of surprisingly sophisticated and beautiful illustrations created by Michelle's young art students, ages 3 - 14. In addition to learning the fundamentals of art and design, each young artist also earns a royalty for the reproduction of their work.

Checks Unlimited™

As the first major direct-mail check printer, *Checks Unlimited* was established in 1986 to offer quality checks at an exceptional value with a wide choice of designs. Their check line began with 13 designs and has changed and expanded over the years to meet their customers' needs and desires, as well as shifting market trends. Presently, *Checks Unlimited* offers 60 varied personal check designs — plus a full line of address labels, check accessories, and business checks — all at an excellent value. Today, *Checks Unlimited* is the nation's leading direct-check manufacturer with over 33 million Customers.