



NEWS

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For press information, or high-rez digital image links, please contact:

Glenn Abrams
Kids-Did-It! Properties™
911 Armada Terrace
San Diego, CA 92106
Voice: (619) 523-5277
F A X : (619) 523-5227
gabrams@kidsdidit.com
www.kidsdidit.com



KIDS-DID-IT! CHECKS ARE A HUGE SUCCESS! LITTLE PEOPLE DO BIG THINGS WITH LICENSING.

SAN DIEGO, CA - In January, four young California art students represented by *Kids-Did-It! Properties™* published their charming and colorful illustrations - *Butterfly, Happy Sun, Frogs*, and *Earth* - as *Kids-Did-It!* personal checks and address labels through *Checks Unlimited™*, the nation's leading direct-to-consumer check manufacturer with over 33 million customers. In addition to learning the fundamentals of art and design, students Elyse Bobczynski (5), Jeffrey Shutt (6) Stephen DeVito (7) and Lauren Van Woy (9) also earn royalties for the reproduction of their artwork. By early February demand for *Kids-Did-It!* checks and address labels exceeded all expectations.

"We're very pleased by the performance of the new *Kids-Did-It!* line," said Sarah Schaefer, *Checks Unlimited's* Product Planner. "The images definitely have a strong appeal to anyone who appreciates the unique color, freshness and fun of children's drawings," she said. "Elyse, Jeffrey, Stephen and Lauren should all be very proud of this early success!"

Checks Unlimited licensed the designs from the *Kids-Did-It! Designs*® illustration collection made up of artwork created by the young students of California artist and art teacher, Michelle Abrams.

Throughout the summer young children, ages 5-14, join Michelle for art classes in her San Diego studio. Her encouragement and 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. 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*."

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!

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 225 of the most compelling illustrations are available for licensed reproduction under the *Kids-Did-It! Designs*® retail brand logo. "The brand exposure from the *Checks Unlimited* introduction alone is huge!" says Glenn. "Plus the artwork is beautiful - fresh, inspirational - very colorful and surprisingly sophisticated. It's a complete, cohesive collection with a very broad consumer appeal - we could easily adapt it for reproduction as a complete product line on a variety of materials, including paper goods, textiles, clothing, household and soft-goods, ceramics, plush toys, giftware - let your imagination go!"

Checks Unlimited is among many companies to recognize the potential of the *Kids-Did-It! Designs*® illustration collection. *Gibson & American Greetings, Papal Giftware*™, *Prentice Hall, Houghton-Mifflin, PAK2000/Dollar Tree Stores* 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 gift bags to holiday giftware. To date, more than 29 students have been published through *Kids-Did-It!*

To see the 'Kids-Did-It!' personal check package, as well as other licensed products, artist's photos, news, information and digitized artwork from the current *Kids-Did-It! Designs*® illustration collection, log on to: www.kidsdidit.com.



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Biographical Information

Glenn Abrams

*President,
Kids-Did-It! Properties™*

Since graduating with a BFA from the *Rhode Island School of Design* in 1979, Glenn 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* and the new *BMW 7Series* automobiles.

In 1996, capitalizing on his marketing-communications and production experience, Glenn partnered with his wife, Michelle, to create *Kids-Did-It! Properties™*, a 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 5-14. In addition to learning the fundamentals of art and design, each young artist also earns a royalty for the reproduction of their artwork.

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, enthusiasm, and contagious love for the arts bring out the best from her imaginative young art students.

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 70 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.