



# NEWS

## FOR IMMEDIATE RELEASE

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Six-year-old Jeffrey Shutt's *Butterfly* is one of eight charming and colorful *Kids-Did-It! Designs®* illustrations that will be on display and available for sale along with other professional artist's work as part of the San Diego Hospice September 26<sup>th</sup> fundraiser "*The Art of Caring*".

### ***Kids-Did-It! Designs®* Illustrations Included in *San Diego Hospice Art Exhibition Fundraiser***

SAN DIEGO, CA - Large reproductions of eight charming and colorful illustrations - *Butterfly*, *Happy Fruit*, *Frogs*, *Pink Flower Vase*, *Strawberries*, *Poppies*, *Yellow Flowers* and *Earth* will be framed and on display and available for sale along with other professional artist's work as part of the San Diego Hospice September fundraiser "*The Art of Caring 2002: An Evening of Fine Art*" which will take place on Thursday, September 26, 2002, from 5:30 to 7:30 p.m. at the Four Points

Sheraton Hotel located at 8110 Aero Drive in Kearny Mesa, CA. Admission is \$40 per person and will include a souvenir wineglass, wine and beer tasting, hors d'oeuvres and musical entertainment. A portion of the proceeds raised from "*The Art of Caring 2002*" will benefit San Diego Hospice programs and services for terminally ill adults, children and infants.

Attendees will have the opportunity to meet award-winning artists and jewelers whose work will be on display and for sale, as well as enjoy hors d'oeuvres, musical entertainment, and wine and beer tasting from popular vendors including the Robert Mondavi Family of Wines, Karl Strauss Breweries, Ballast Point Brewery, Coronado Brewing Company and Stone Brewery.

The illustrations included from the *Kids-Did-It! Designs*® collection are made up of artwork created by Jeffrey Shutt (6), Cortland Bobczynski (6), Elyse Bobczynski (5), Lauren Van Woy (8), Elizabeth Root (10), Roxanne Hanson (7), Christina Miller (9) - all 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.

Many organizations have seen the appeal of the *Kids-Did-It! Designs*® illustration collection. *Checks Unlimited, Gibson & American Greetings, Papel Giftware*™, *Prentice Hall, Houghton-Mifflin, PAK2000/Dollar Tree Stores* and *The Covenant House* (also as part of their fund raising efforts) have all published *Kids-Did-It! Designs*® artwork on items ranging from books, checks and address labels, note cards, and gift bags to holiday giftware. To date, more than 29 students have been published through *Kids-Did-It!*.

About participating in the San Diego Hospice “*Art of Caring*” exhibit, Glenn says, “The kid’s artwork is so uplifting - this is an ideal venue. The images have a strong appeal to anyone who appreciates the unique color, freshness and fun of children’s drawings!”

More than 225 of the most compelling illustrations from the collection are available for licensed reproduction under the *Kids-Did-It! Designs*® retail brand logo. “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!” says Glenn.

To see 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](http://www.kidsdidit.com)

To reserve tickets for the San Diego Hospice “*Art of Caring*” fundraiser, or for more information, call Gail Hesseltine at San Diego Hospice at 619-278-6440.



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## *Biographical Information*

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### **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, producing her own unique 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.

### **Glenn Abrams**

*President,  
Kids-Did-It! Properties™*

Since graduating 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.

### **San Diego Hospice**

San Diego Hospice, an independent, non-profit, community-owned health care provider, is the oldest, most comprehensive hospice program in San Diego County. Specially trained staff provide quality, compassionate health care to adults, children and infants facing the advancing stages of any life-threatening illness such as cancer, Alzheimer's, AIDS, end-stage heart and lung disease, and severe birth defects. Care is usually provided in the patient's home, skilled nursing facility, residential care, assisted living and other long-term care facilities in San Diego Hospice's state-of-the-art Inpatient Care Center, the only Center of its kind. In addition to patient care to more than 3,500 individuals, and emotional support to nearly 8,000 surviving loved ones each year, San Diego Hospice educates students of medicine, physicians, health care professionals and the community about the most current advances in hospice and palliative (comfort; relief from suffering) care, through the *Center for Palliative Studies* at San Diego Hospice. In 2002, San Diego Hospice recognizes 25 years of caring for our community.