



# NEWS

## FOR IMMEDIATE RELEASE

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Nine-year-old artist *Lauren Van Woy's* watercolor *Peace Angel* is one of twelve charming and colorful illustrations in MeadWestvaco's *Kids-Did-It! Designs®* 2004 promotional wall calendar featuring delightful artwork created by young San Diego children, ages 3 – 11.

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## *Office Product Giant Features Kid's Artwork on New Kids-Did-It! Designs® 2004 Promotional Wall Calendar*

SAN DIEGO, CA – Consumer office product giant, *MeadWestvaco*, working with San Diego based *Kids-Did-It! Properties™* has published a unique *Kids-Did-It! Designs®* 2004 promotional wall calendar featuring a dozen surprisingly sophisticated, fresh and colorful illustrations created by young children ages 3 – 11. In addition to learning the fundamentals of art and design, each young artist also earns a royalty for the reproduction of their work.

Nine-year-old artist Lauren Van Woy said, "It's exciting getting paid, but I *really* like knowing that other people are seeing my art and like buying it!"

MeadWestvaco was spurred to select illustrations from the *Kids-Did-It! Designs*® collection because of their unique, creative appeal. "The feedback from all the shows has been great!" reports Sandy Morse of MeadWestvaco. In fact, the 2005 *Kids-Did-It! Designs*® wall calendar is already in the works.



The 2004 *Kids-Did-It! Designs*® promotional wall calendars are also available with the buyer's custom graphic imprint on the bottom, and can be purchased from *MeadWestvaco's* advertising specialty dealers located throughout the US and Canada.

Each calendar features artwork created by Nick Abrams (13), Jessie Abrams (12), Cortland Bobczynski (6), Elyse Bobczynski (3), Hannah Bowen (8), Stephen DeVito (7), Michelle Malachowski (7) and Lauren Van Woy (9) – all young students of California artist and art teacher, Michelle Abrams. Throughout the summer 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 – treat it like fine art 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.

About the *Kids-Did-It! Designs*® 2004 promotional calendar, Glenn says, "This is a great use for the illustrations - the kid's artwork is so uplifting! Plus the images have such a strong appeal to everyone who really appreciates the color, fun, freshness and innocence of children's drawings - it'll make a great gift!"

Besides *MeadWestvaco*, Kids-Did-It! has provided images for an expanding list of enthusiastic licensees including *Checks Unlimited*, *Gibson/American Greetings*, *Papel Giftware*™, *Prentice Hall and Houghton-Mifflin Publishers*, *PAK2000/Dollar Tree Stores*, *DayGlo*® Color Corporation, *The Covenant House* as well as KPBS and the *San Diego Hospice*, as part of their fund raising art exhibits.

*Kids-Did-It! Designs*® artwork has been published on a variety of items ranging from books, checks and address labels, note and greeting cards, to gift bags, holiday giftware and now, calendars. More than 280 of the most compelling illustrations from the collection are also available for licensed reproduction or co-branded distribution under the *Kids-Did-It! Designs*® retail logo.

To date, more than 42 students have been published through *Kids-Did-It!*, garnering licensees more than \$3 million in retail sales.

*Kids-Did-It! Properties*™ is actively seeking new giftware licensees, along with new stationary, greeting card and full-line licensing opportunities as well.

"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. "Reaction to the [Kids-Did-It!] concept, our story-telling brand logo, and the images we represent continues to be positive and bode well for continued growth."

To see licensed products, artist's photos, news, information and digitized artwork from the current *Kids-Did-It! Designs*® illustration collection, log on to: <http://www.kidsdidit.com>

*Kids-Did-It! Designs*® 2004 promotional wall calendars are available with a custom graphic imprint from *MeadWestvaco*'s advertising specialty dealers located throughout the US and Canada. To locate a nearby distributor, please call: (800) 323-0500 Ext.2708.

## Biographical Information

### **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.

### **Michelle Abrams**

*Instructor,*

*Abrams Art Studio*

Art Director and Art 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.

## **MeadWestvaco Consumer & Office Products**

*Dayton, Ohio*

MeadWestvaco Consumer & Office Products, a division of The MeadWestvaco Corporation, is a leading manufacturer and distributor of school supplies, commercial office products, and planning, organizing and record-keeping products. MeadWestvaco Consumer & Office Products produces notebooks, folders, decorative wall and desk calendars, stationery products, media storage accessories, time management and personal organizers, and full-color posters for home and office décor.