



# NEWS

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For press information, or [high-rez digital image files](#), please contact:

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*"Sheeped" Emma Griste, Age 6*



*"Frogs" Elyse Bobczynski, Age 5*



*"Heart" Kasey Hutcheson, Age 7*

Six-year-old artist *Emma Griste's* watercolor *"Sheeped"* is one of more than 280+ paintings featured in the *Kids-Did-It! Designs®* illustration collection made up of thoughtful, fresh, fun and colorful artwork created by young children, ages 3 - 14. In addition to learning the fundamentals of art and design, each young art student also earns a royalty for the reproduction of their work.

## Proven *Kids-Did-It! Designs®* Giftware License Now Available!

**San Diego, CA** – San Diego based *Kids-Did-It! Properties* represents a fresh, colorful collection of beautiful artwork created by young children, ages 3 - 14. In addition to learning the fundamentals of art and design, each young art student also earns a royalty for the licensed reproduction of their artwork. To date, more than 39 kids have been published on a variety of merchandise, garnering licensees more than **\$2.68 million** in retail sales.

Last year, long term licensee *Papel Giftware*, expanded its licensing relationship with Kids-Did-It! adding a total of six youthful design partners and 23 pieces to their *Kids-Did-It! Designs*® holiday collection.

"The line is doing well, " reported Adrienne Sobroza, *Papel* product manager, "and this year we've added shelf talkers, " - point-of-purchase advertising featuring cute pictures of the kids holding up their creations. Sobroza says the mugs, votives, gift bags, and ornaments are among the top sellers for holiday 2002. "Even though it's a small concept, it's holding it's own!"

But now, with the surprise February folding of *Papel's* parent company *Cast Art Industries*, *Kids-Did-It! Properties* finds itself actively pursuing new giftware licensees, along with new stationary, greeting card and full-line licensing opportunities as well.

Picking up a *Kids-Did-It!* license right now could prove to be a great business decision. Just ask *Kids-Did-It! Properties* president, Glenn Abrams, "Last year sales of *Kids-Did-It!* check and address labels doubled even our wildest expectations! Plus the brand received huge national exposure. And right now, office product giant MeadWestvaco is distributing a *Kids-Did-It!* wall calendar that features a dozen beautiful illustrations along with our *Kids-Did-It! Designs*® retail brand logo."

Sandy Morse of MeadWestvaco reports, "The feedback from all the shows has been great! Our wall calendar orders usually start coming in May and June, so it is a little early to tell how big a seller this will be, but based on the level of interest, I feel it will be a big success."

MeadWestvaco was spurred to select illustrations from the *Kids-Did-It! Designs*® collection because of their great creative appeal and unique promotional possibilities. "We also heard there was a dramatic increase in sales from some other licensees, so we also took an option for an additional press run... just in case!" said Senior Art Director, George A. Lord.

In addition to MeadWestvaco and successful licensee, *Checks Unlimited*, specialty bag manufacturer *PAK2000* is also selling *Kids-Did-It! Designs*® illustrations once again this year through nationwide retailer *Dollar Tree Stores*. The *DayGlo*® *Color Corporation* and publishing firms *Prentice Hall* and *Houghton-Mifflin* have also teamed up with the kids for print-related projects, along with *The Covenant House* for homeless children, *KPBS Radio*, and the *San Diego Hospice*, as part of their fund raising exhibitions.

Almost all of the illustrations in the Kids-Did-It! collection are 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 students, and the resulting illustrations are fresh, exuberant, and quite inspirational.

Michelle 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!"

Inspired by the artwork on display, Michelle's husband, Glenn, created *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.

"The artwork is beautiful - fresh, inspirational - very colorful and surprisingly sophisticated. It's a complete, cohesive collection with proven 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 *Kids-Did-It! Designs®* brand logo, and the images we represent continues to be positive and bode well for continued growth."

Once again this year Kids-Did-It! will be exhibiting their collection at *SURTEX* and *The LICENSING Show* in New York City. Last year at *SURTEX* and *The National Stationary Show*, five-year-old Kids-Did-It! artist Robert Hawk received some well deserved attention when his painting, "*Big Red Heart*", was selected as one of eight designs for a special post-9/11, limited edition greeting card run sponsored by Detroit-based Avanti Press Inc. benefiting New York City relief and recovery.

*Kids-Did-It! Designs®* artwork has been published on a variety of items ranging from book and CD covers, checks and address labels, note and greeting cards, to gift bags, holiday giftware and calendars. More than 280 of the most compelling illustrations from the collection can be digitally adapted to any surface, and are also available for licensed reproduction or distribution under the Kids-Did-It! Designs® retail brand logo.

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).



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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 colorful, 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.