



NEWS

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"Big Red Heart" © 2000 Robert Hawk, Age 5

Five-year-old Robert Hawk's "Big Red Heart" - now part of the 225+ images available for reproduction under the Kids-Did-It! Designs® retail brand - was selected to be published as a greeting card by Avanti Press, Inc. and displayed at the Tribute to New York exhibit at the SURTEX® convention, May 19 - 22, 2002 where the greeting cards were sold to benefit New York City relief and recovery.

Kids-Did-It! ARTWORK SELECTED FOR "TRIBUTE TO NEW YORK"

- "Big Red Heart" Featured on Greeting Cards and at On-Site Gallery -

SAN DIEGO, CA - May 23, 2002 - SURTEX® exhibitor-artwork reflecting the support and unity in the aftermath of September 11th was reproduced as greeting cards and exhibited in an on-site gallery as part of a special *Tribute to New York* during SURTEX and the *National Stationery Show*®, May 19-22, 2002, at New York City's Jacob K. Javits Convention Center.

SURTEX exhibitors from Australia, Israel, Japan, the United Kingdom and the United States submitted images, representing a diversity of styles, sentiments and perspectives. Trade editors, artists and art directors reviewed many submissions and selected a total of eight designs,

including 5-year-old *Kids-Did-It!* artist Robert Hawk's "*Big Red Heart*", to be reproduced as greeting cards. In addition, a special on-site gallery, located in the Special Events Lobby of the Javits Center, showcased all the *Tribute to New York* designs.

Avanti Press, Inc., a greeting card publisher and long-time National Stationery Show exhibitor generously produced a limited edition of 5,000 *Tribute to New York* greeting cards. Trade show manager, GLM, sold the individually packaged greeting cards on-site at the Javits Center throughout the duration of the two shows. All proceeds will benefit GLM's "Funds for a Future," a year-long fundraising campaign benefiting New York City relief and recovery.

"We are very excited about all the submissions we received for *Tribute to New York*, as they present such a diversity of expression from our talented artists and designers from around the world," said Penny Sikalis, GLM vice president and SURTEX show manager.

Five-year-old artist Robert Hawk is represented by *Kids-Did-It! Properties™*, a San Diego, CA business that licenses reproduction-rights to a growing collection of surprisingly sophisticated and beautiful illustrations created by 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 artwork.

About the *Tribute to New York* exhibit, "Robert's *Big Red Heart* speaks eloquently for itself," said Glenn Abrams, Kids-Did-It! Properties™ President.

"Tribute to New York" greeting cards featured the following exhibitor artwork:

"Peace on Earth" by Mary Kober of 3 Line Studio
"Horse*Red*White*Blue" by Micheal Swerngin of Joan Cawley Licensing
"Patriotic Birdhouses" by Tim Coffey of Tim Coffey
"Wrapped in Glory" by Carol Eldridge of Carol Eldridge Designs
"Big Red Heart" by Robert Hawk (Age 5) of Kids-Did-It! Properties™
"Untitled" by Rachel A. Reilly of Rachel A. Reilly Illustration
"Untitled" by Takashi Sakai of Salon De Sakai Inc.
"Untitled" by Susan Zulauf of Zulauf Designs

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