



Urban Fish Design™

CONTACT: Rebecca Berenson, Urban Fish Design™
EMAIL: rebecca@urbanfishdesign.com
WEB: www.urbanfishdesign.com

FOR IMMEDIATE RELEASE

URBAN FISH DESIGN™ GEARS UP TO EXHIBIT AT THE CRAFT & HOBBY ASSOCIATION WINTER CONVENTION AND TRADE SHOW IN ANAHEIM, CA

MEET WYNONA URBAN FISH™ JANUARY 24-27, 2010

San Diego, CA (January 1, 2010) The recent move from Boston to San Diego is complete and Urban Fish Design™ is gearing up for their inaugural appearance at the Craft and Hobby Association Winter Convention and Trade Show in Anaheim, CA January 24-27, 2010 in booth #2539.

As a first time CHA Exhibitor, Urban Fish Design™ brings new designs, colorful patterns and a “so-fish-ticated” sense of humor to CHA. “...love her outfits,” “...such creative patterns,” “...fabulous,” and “...unique and fresh” were some of the comments heard from attendees visiting Urban Fish Design’s™ booth at the 2009 Licensing Expo in Las Vegas. Artist/owner Rebecca Berenson smiled and said, “We were so excited that licensees really got Wynona and her message of fun, fashion and social responsibility.”

Representatives from companies across the globe expressed interest in Wynona Urban Fish™. A Chinese toy manufacturer, an international fabric firm, domestic corporations, book deals and more will make the next year a brilliant one for Wynona Urban Fish™.

“After our success at the Licensing Expo we are thrilled to enter the Craft and Hobby realm,” says Berenson. “We are showing Wynona Urban Fish™ in the areas of scrapbooking, stamping, and pattern paper ideas; and are looking to build the brand into all major product categories.”

Urban Fish Design™ continues to be committed to its philanthropic roots and, so, in 2009 donated Urban Fish Design™ mugs, re-usable Wynona totes and Wynona note card sets to auctions and fundraisers for several organizations across the country. “We fully intend to continue that practice as we enter this new industry and plan to start with the CHA Kids In Need event fundraiser,” says Berenson.

Raising awareness and money for ALS research is an additional facet of building a partnership with Urban Fish Design™. “Every licensing agreement adds to the dollar value we donate to ALS research and that fulfills my dream and the commitment I have made to help find a cure for this terrible disease,” says Berenson, who lost her mother to the disease in 2004.

About Urban Fish Design™

Artist Rebecca Berenson created Wynona Urban Fish™ from a series of doodles that spread to coordinating patterns and a fully developed character-driven brand. She launched Urban Fish Design™ in 2008 at the Licensing International Expo in New York City and is looking for compatible licensees to build the future of the brand based on fun and philanthropy across all product categories.

For additional info please visit - <http://www.urbanfishdesign.com/>
For more information on ALS – <http://www.als-tdi.com/>
###