



Urban Fish Design™

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**FOR IMMEDIATE RELEASE**

**URBAN FISH DESIGN™ TO DEBUT A COLLECTION OF BOLD NEW PATTERNS at 2011 SURTEX in Booth 332, May 15 - 17th 2011 at the Javits Center in NYC.**

**San Diego, CA (May 1, 2011)** Urban Fish Design™ makes its debut at Surtex and proudly displays an entirely new line of patterns and design collections. Urban Fish Design™ owner/designer Rebecca Berenson has broadened her scope as a designer by developing her whimsical hand-drawn patterns into this new line of colorful, bold prints that are perfect for a wide range of product applications. "I am so excited for this launch," says Berenson.

The new collections encompass abstract, geometric, floral and character themes. Titles are "Lilac Breeze", "Palm Springs", and "Floral Flavor", which are ideal for home décor and fashion. "Chirp", "Angels" and "Dragon Wagons," highlight Berenson's whimsical style of illustration, perfect for infants and toddlers. Last but not least are "Halloween", "Christmas," "Valentines Day," and "Celebration." These patterns are unique, colorful, festive and evoke happiness and celebration.

The Urban Fish Design™ now boasts 15 new pattern collections, 100 individual patterns, 200 hand-drawn "doodles", and over 30 "icons" and characters. From the initial inspiration of Wynona Urban Fish™, Berenson's inventory of work has grown exponentially. "My work has a broad appeal and with this abundant inventory I am ready for Surtex," says Berenson.

Urban Fish Design™ is making three trade show appearances this year. Starting in January was CHA, in May it's Surtex, and in June it's Licensing International Expo. This however is the debut at Surtex after exhibiting in 5 other trade shows since the company's inaugural launch at Licensing International Expo in 2008.

Urban Fish Design™ continues to donate a percentage of profits to ALS research and remains committed to its growing philanthropic roots. "Every licensing agreement adds to the dollar value we donate to ALS research, helping to fulfill the commitment I have made to help find a cure for this terrible disease," Berenson said, who lost her mother Cecile to the disease in 2004.

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