

## **URBAN FISH DESIGN™ CATCHES A WAVE TO CALIFORNIA!**



**March 25, 2009** – Rebecca Berenson and Urban Fish Design™ packed up their gear and headed out West! Urban Fish Design™ is now soaking up the rays in sunny southern California.

“We are excited to be living and working in San Diego. The creative energy and laid back lifestyle suits Wynona and the image she portrays”, said creator Rebecca Berenson.

We are now located at: 7375 Calle Cristobal #216 ~ San Diego, CA ~ 92126

Our phone number is the same: 617.838.5198 and you can always find us online at [www.urbanfishdesign.com](http://www.urbanfishdesign.com)

**Make sure to catch the return engagement of Wynona Urban Fish™ in Las Vegas June 2-4, 2009 at Mandalay Bay Convention Center.**

**Please visit us at the 2009 Licensing International Expo - Booth # 2177**

**See Wynona’s new designs, meet Artist Rebecca Berenson and pick up your own Wynona Urban Fish™ re-usable tote bag!**

### **About Urban Fish Design™**

Berenson started Urban Fish Design™ in 2006. Her whimsical fish character creation, Wynona, is an expression of design, so-fish-tication and fun. As an artist, Rebecca wanted to use her creative ideas to find a way to increase awareness and support the efforts of research for ALS.

### **About ALS**

ALS (Amyotrophic Lateral Sclerosis, known commonly as Lou Gehrig’s Disease) is a progressive neurodegenerative disease that attacks, and eventually kills the nerve cells and pathways in the brain and the spinal cord resulting in muscle weakness. Simple tasks such as talking, walking and eating become increasingly difficult and then impossible as the body’s muscles waste away. Yet, through it all, for the vast majority of people, their minds remain unaffected. There is no known cause or cure for ALS.

For more information please contact Urban Fish Design™

[www.urbanfishdesign.com](http://www.urbanfishdesign.com)