

## ***Reporters and Editors***

*Why feature more of the same when you can bring readers something  
**NEW AND DIFFERENT** at this year's National Stationery show?*

*Come to **Booth #1933** and check out the tiny start-up set to capture the  
biggest overlooked and underserved market in America.*

## **PRESS RELEASE**

For Immediate Release



### **Contact**

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### **“Mix it Up! Go Bilingual!”**

New York, New York May 10, 2010. **Culturame™** announces the debut of a new line of bilingual greeting cards for the fastest growing consumer market in the United States—the more than 47 million bicultural Americans who embrace the English-speaking culture of our country and, at the same time, want to celebrate and share the Spanish-speaking culture so close to their hearts. These innovative and accessible cards will be introduced at the **National Stationery Show** on May 16-19, 2010 at the Javits Convention Center in New York City, Booth #1933.

**Culturame™**'s company motto is *Feel the Culture*. Its new lineup of smart, colorful cards does just that – combining fun, familiar phrases from both Spanish and English into heartfelt and humorous messages that celebrate the occasion and capture the spirit and rhythm of culture. The full line-up of graphic designed square cards includes the *Must-Have Collection*, *Slang Ink Collection*, *Pueblo Collection* and *Eco Collection*. And since the fullest expression of culture sometimes goes beyond words, the *Photography America Latina Collection* combines original photographs with cleverly crafted messages that really make you *feel the culture*. **Culturame™** creations are more than bilingual cards; they are a medium for individuals seeking self-expression, acceptance and camaraderie with others who share a love of the Cultura Latina.

Inspired to fill what she saw as a gaping hole in the greeting card marketplace, **Cultúrame**™ Founder and CEO, Debra Del Toro-Phillips, a former New York City social worker, set out to create a product line that would promote cultural connections by encouraging everyone who loves Latino culture to express themselves with a mix of English and Spanish.

“When I come across someone who I think speaks or understands Spanish and I start communicating in our common language, the spirit of our interaction immediately changes – it’s friendlier, more intimate and fun. I encourage everyone to try it! And if you don’t speak one language or the other as well as you’d like, don’t be afraid to just mix it up. Throw in words and phrases where you can and enjoy the connection. That’s what **Cultúrame**™ is all about!”

The splash of culture that sets **Cultúrame!**™ apart is all about the interplay of sweet and sassy sayings with vibrant colors and striking graphic design. The end result is a collection of unique, sophisticated cards that are evocative, meaningful and fun. As Debra says, “Our cards promote cultural awareness and make people feel good!” And buyers can also feel good that a portion of the proceeds from each purchase will benefit youth programs in the arts.

See the full lineup of **Cultúrame**™ cards at the Show or by visiting [www.culturame.com](http://www.culturame.com).

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