

## **For Immediate Release**

Press Contact:  
Debra Del Toro-Phillips  
877-737-6168 Toll Free  
[debra@culturame.com](mailto:debra@culturame.com)

### ***Cultúrame™ Introduces New Collections***

New York, New York, August 4, 2010. **Cultúrame™** is pleased to introduce its new line of Christmas/Holiday Bilingual Greeting cards at the New York International Gift Show in Booth #7573 at the Jacob Javits Center on August 15-19 in New York City.

**Cultúrame™** debuted their exciting line of Bilingual Greeting Cards at the National Stationery Show in New York this past May where they had a phenomenal reception in which the Trend Spotter for the show, Maureen Barten, stated, "It was the highlight of the show!" They have now added to their collection Christmas cards for the Holiday season and a fresh new collection of all occasion cards, Ay, Caramba!

"I decided to go a bit more youthful and cheerful with these new collections. It was fun to try something new, while preserving our signature look of bold colors and graphics along with our meaningful Bilingual sentiments" commented Debra Del Toro-Phillips.

The Christmas/Holiday Bilingual Collection consists of two groups. The Gracias/Appreciation are notes of gratitude and appreciation for employers to give to their Latino workers for a job well done. Employers will enjoy the opportunity to share their interest and respect for their worker's heritage while connecting in a more intimate and culturally appropriate manner. The Navidad Colección is fresh and stylish with bright colorful graphics. All the cards measure 4.25" x 5.5", come with matching white envelopes in protective recyclable sleeve jackets, and are priced at \$3.99 retail. They are sold individually or in box sets.

Ay, Caramba is an expression often used when something goes slightly at disarray but generally ends well. The Ay, Caramba cards are vibrant and colorful introducing a fun loving, curly haired *Chica!* Her life-like expressions are revealing whether she is complaining, celebrating, or telling it like it is, while at the same time, sharing messages of hope, love and goodwill. The cards are sized, packaged, and sell at the same price as the Christmas Collection detailed above.

**Cultúrame™** is thrilled to be debuting these New Collections along with their diverse original collections consisting of *Must-Haves, Slang Ink, Pueblo, Eco, and Fotografía Latina Collections* at the New York International Gift Fair. Attendees of the show may visit Cultúrame in Booth 7573 and enjoy a 10% discount for all orders placed at the show. As well, they may participate in daily drawings to win a free boxed set of Christmas cards.

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

###