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FOR IMMEDIATE RELEASE:

There is “Something to Cherish™” this Valentine’s Day **Cherish Flieder launches & licenses watercolor/embroidery art style**

Anaheim, CA (Feb. 10-13, 2008) – Artist/Licenser Cherish Flieder invites viewers to be her valentine with a new style of art called *Something to Cherish™*. This debut will take place in the License & Design section of the Craft and Hobby Association Winter Show, booth #3096.

Combining whimsy and sophistication, Cherish paints designs with watercolor in a sentimental and colorful way. What makes these images so unique is the additional care that she adds when she enhances each painting with hand-stitched embroidery. This extra time and touch creates warmth, personality and charm. The results resonate in a positive emotional way with her female target market.

Cherish Flieder says, “Every square inch is created by hand. Although I have the skills to create any of these images digitally in a lot less time, there is something authentic and honest about creating this style with an actual needle and thread. It was a thrilling moment when I realized that I could combine the time honored techniques of embroidery with my love for watercolor in a fresh and fascinating way.”

This added three-dimensional allure pushes the images over the edge into new realms of manufacturing possibility. Reproducing this artwork does not have to be flat and boring. Art can be embossed, stitched, or flocked. This style is also ideal for craft kits where consumers can embroider key details in a fun and relaxing format. These embroidered paintings are the perfect solution to add texture to any manufacturer’s line and make their next collection “*Something to Cherish™*.”

Art is available for licensing, further development and customization upon request. *Current* collections featuring trend-setting color palettes include:

- ***Tree Top Birthday*** (Birthday)
- ***Aloha Baby*** (Baby)
- ***Lovey Dovey*** (Valentine’s Day)
- ***Poinsettia Angelika*** (Christmas)
- ***Floating Flowers*** (Birthday & Everyday)

“My mother, grandmother, and great-grandmother each taught me the joy and connections that can be made through embroidery,” comments Cherish Flieder. *“Every stitch captures a moment in time and years later it carries a memory that is to be cherished.”*

The modern day craft and scrapbooking market, with its memory-making focus, will eagerly embrace this fresh style its their beautiful, mixed-media projects.

In addition to unveiling *Something to Cherish™*, Cherish Flieder’s wedding art and crafts can be viewed in the CHA display “Fashion: Crafting Wearables and Accessories with Style!” Cherish and the rest of team #14 (Danlyn Iantorno, Karen Windness, and Roberta Collier-Morales) present CHA with a doggie fashion show called “Pooch Parlor” that invites you to “come, sit and stay.”

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PLEASE VISIT: <http://www.somethingtocherish.com/press.htm>

for exclusive press access to collection images, bio and photo, digital press release and more!

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ABOUT CHERISH:

Cherish Flieder is not only a designer, but a true artist that possess the skills to help any client with a wide array of graphic, artistic, marketing and printing needs. Cherish has been sketching, painting, drawing and crafting ever since she was a small child.

Cherish pursues her passion for art and design full-time at the foot of the Rocky Mountains in Golden, Colorado. Her design studio, (***Cherished Solutions, Ilc***, and brands ***Something to Cherish™ and Painting for Life™***), works with publishers, manufacturers and other niche businesses to achieve their goals in the marketplace by creating designs and illustrations and pairing them with thoughtful marketing objectives. Cherish works on the creation and production of conceptual and cohesive identity packages, custom and licensed artwork, product collections, books, packaging, and other marketing materials.

Her client list includes:

<i>AC Publications Group LLC</i>	<i>Imagin Publishing Company</i>
<i>Adventures Galore</i>	<i>Inner Fire Ministries</i>
<i>Andrews McMeel Publishing</i>	<i>Krause Publications</i>
<i>Carlos Santana</i>	<i>Minor Street Press</i>
<i>CBAmerica</i>	<i>NavPress</i>
<i>Creative Impressions</i>	<i>Seven Ox Press</i>
<i>Embassy Suites</i>	<i>Tim and Beverly LaHaye</i>
<i>Five Smooth Stones Publishing Inc.</i>	

Cherish Flieder comes to run her own art, design and licensing business after many years in the fashion industry, where she worked directly with golf fashion powerhouse and ***PG USA*** CEO, ***Nancy Haley***. During that time, Cherish created custom designs for ***Tehama (Clint Eastwood's*** private golf club label) ***IZOD G*** (a licensee of ***Phillip Van Heusen Corporation***) and the ***Arnold Palmer*** brand, generating several thousand designs that were used as print patterns, embroideries, catalog illustrations, creative die cut packaging and promotions as well as many different visors, jackets, golf apparel, handbags and belts. She oversaw the design, illustration and production of numerous color precise, catalog projects.

Cherish also helped develop and maintain several successful multi-million dollar marketing programs including a specialized program for ***IZOD G's ZONE:FX***, and spearheaded graphics work for various special partnership projects with companies including ***Disney Golf Resorts, The Rose Bowl and The Orange Bowl***. Cherish also carried out visual marketing efforts for ***IZOD G ROCKS*** concert series bands ***Black Crowes, Alice Cooper, and Huey Lewis***.

Cherish Flieder graduated *Summa Cum Laude* at Rocky Mountain College of Art & Design. She has won a silver Evvy award for the children's book ***What Would You Like to Do Today?***, written by Larry Grizell and co-illustrated with her artist husband, Benjamin Hummel. Cherish is currently Vice President for ***The Colorado Alliance of Illustrators***, a professional member of the ***Society of Children's Book Writers & Illustrators, Colorado Independent Publishers Association***, and the ***Craft & Hobby Association***.

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SUMMARY OF ART & DESIGN SERVICES:

**All art is professionally prepared for OPTIMUM COLOR reproduction.
Art is provided DIGITALLY and is PRESS-READY according to each
client's specific needs.**

- **Art Licensing**
 - Licensing partner availability in the areas of: scrapbook paper, embellishments, ribbons, stickers, miscellaneous scrapbooking accessories, memory books, photo albums, quilting fabric, embroidery, fabric/textiles and apparel, craft kits, greeting cards, stationery, calendars, gift wrap, gift bags, boxes & tags, bookmarks, inspirational gifts, balloons, tabletop, giftware, toys, ceramics, watches, purses, totes, jewelry, wall and floor coverings, housewares, home décor and more!
- **Custom Art**
 - *Something to Cherish™* can adapt your ideas and artwork, flesh out a collection or create new art from scratch.
- **Graphic Design including Product/Collection and Book Development**
 - *Something to Cherish™* can assist with your packaging, identity, marketing collateral, catalogs, books and more!