



Urban Fish Design™

CONTACT: Rebecca Berenson, Urban Fish Design™  
EMAIL: [rebecca@urbanfishdesign.com](mailto:rebecca@urbanfishdesign.com)  
WEB: [www.urbanfishdesign.com](http://www.urbanfishdesign.com)

FOR IMMEDIATE RELEASE

URBAN FISH DESIGN™ MAKES A SPLASH AT THE LICENSING INTERNATIONAL EXPO – WYNONA URBAN FISH™ “WOWS” GLOBAL REPS FROM A VARIETY OF INDUSTRIES.

**San Diego, CA (June 8, 2009)** With her recent move from Boston to San Diego behind her, Wynona Urban Fish™ made a huge splash at the 2009 Licensing International Expo at Mandalay Bay Hotel in Las Vegas, June 2-4, 2009.

In their second appearance as an exhibitor, Urban Fish Design™ brought new designs, colorful patterns and a so-fish-ticated sense of humor to the Expo. “...love her outfits” – “An Urban Fish, how creative” – “Fabulous” – “Unique and Fresh” were some of the comments heard from attendees visiting Urban Fish Design’s™ booth and stopping to chat with artist, owner Rebecca Berenson and business colleague Stefani Cuschnir. “We were so excited that Licensees really got Wynona and her message of fun and social responsibility” says Berenson.

Representatives from companies across the globe expressed interest in Wynona Urban Fish™. A Chinese toy manufacturer, an International fabric firm, Domestic corporations, book deals and more will make the next year a brilliant one for Wynona Urban Fish™. Cuschnir adds, “We see Wynona Urban Fish Design™ making it's way onto paper party ware, bedding and bath products, toys, t-shirts and more; and are looking to build the brand into all major product categories.”

Aside from the tremendous showing and interest, Urban Fish Design™ is committed to its philanthropic roots and, so, has donated Urban Fish Design™ mugs, gift bags and note cards to The Living Planet Aquarium in Sandy, Utah for their upcoming annual fundraiser, Scales & Tails Gala, August 8, 2009.

Raising awareness and money for ALS research is an additional facet of building a partnership with Urban Fish Design™. “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,” says Berenson, who lost her mother Cecile to the disease in 2004.

#### **About Urban Fish Design™**

Berenson created Wynona Urban Fish™ as a series of doodles that spread to coordinating patterns and a fully developed character-driven brand. She launched Urban Fish Design™ in 2008 at the Licensing International Expo in New York City and is looking for compatible Licensees to build the future of the brand based on fun and philanthropy across all product categories.

For additional info please visit - <http://www.urbanfishdesign.com/>  
For more information on ALS – <http://www.als-tdi.com/>

###