

Urban Fish Design™

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ARTIST REBECCA BERENSON LAUNCHES HER ILLUSTRATED CHARACTER WYNONA URBAN FISH™ AT THE 2008 LICENSING INTERNATIONAL EXPO.

Somerville, MA (March 31, 2008) Artist Rebecca Berenson is launching her character Wynona Urban Fish™ in booth #1776 at the 2008 Licensing International Expo, June 10–12, at Jacob Javits Convention Center, New York, NY.

Berenson, a self-described doodler, created this character in her free time while working in the corporate workforce in New York City. “Wynona was born out of this creative outlet that helped combat the stress of the daily grind,” Rebecca said. One day Berenson gave the original sketch—which looked like a regular fish—vertical orientation, and what instantly emerged was the “so-fishticated” Wynona Urban Fish™ character.

Rebecca used her sassy “it-girl” character on greeting cards and gift wrapping that she hand-made for friends, relatives and professional colleagues. “To my delight, I learned people loved Wynona and were excited when I made them a card with her image on it,” Berenson said.

Wynona Urban Fish™, with her unique “fishical” human features, fanciful spirit, and trendy mode of style was in demand, but Rebecca wasn’t prepared to pursue the suggestions of many that she bring her character from her New York City shoebox-sized studio apartment to the big stage. “I had a full-time job that consumed much of my time and I wasn’t ready to let go of the security it provided” Berenson said.

Then, in 2004, Rebecca’s mother Cecile lost her battle with ALS (Lou Gehrig’s Disease) and Rebecca, who was her mother’s primary caregiver, developed a different opinion about the daily grind. Like many who have endured a life-changing experience, Berenson was eager to make her life and work more fulfilling. “I was no longer afraid to pursue the creative career I had long avoided,” Rebecca said.

In 2006 she set up a home for Wynona on her Urban Fish Design™ Web site, www.urbanfishdesign.com. In 2007 she produced a line of Wynona note cards and now sells them on the Web site and in retail stores in the Boston area. Ten percent of the sales of these note cards are donated to charities that support ALS research.

In 2008 Berenson will be launching her beloved character at the Licensing International Expo and seeking representation to license the Wynona Urban Fish™ character or any of the design details found within the Wynona fashion designs. “I have been told repeatedly that the licensing possibilities are limitless” Berenson said. Wynona is an ideal subject for the product applications of stationary and paper goods, home furnishings, toys, clothing and gift accessories. The target audience is females of all ages.

For more information or to request images or press materials please visit the website www.urbanfishdesign.com or email Rebecca at rebecca@urbanfishdesign.com.

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About Rebecca Berenson

Rebecca Berenson describes herself as an incessant doodler. Her style of repetitive patterns, infused with vivid color combinations was noticed by an art director friend, who informed Rebecca that her distinctive drawing process was called “textile design” and encouraged her to pursue a representative. Berenson followed suit by making her first appointment to show her work. Rebecca walked in with her doodles and fifteen minutes later walked out with an exclusive contract to create textile patterns.

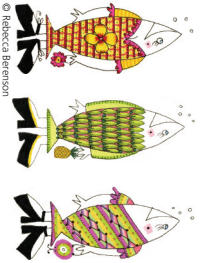
The fervor to draw had always been a means to combat the stress of the daily grind for Rebecca, but work and life in New York City took on a new energy and Berenson embraced it. She explored shapes and forms and began focusing on the form of a fish. On a creative whim, she gave her fish vertical orientation, and in an instant, what would become the “so-fishticated” Wynona Urban Fish™ had emerged.

Wynona Urban Fish™ with her unique “fishical” human features, fanciful spirit, and trendy mode of style was soon in demand, but Berenson wasn’t prepared to pursue the suggestion by many that she bring her character from her shoebox-sized studio apartment to the big stage. “I had a full-time job that consumed much of my time and I wasn’t ready to let go of the security it provided” Rebecca said.

Then in 2004 Rebecca’s mother Cecile lost her battle with ALS (Lou Gehrig’s Disease) and Rebecca, who was her mother’s primary caregiver, formed a different opinion of the daily grind and the security it provided. Like many who have endured a life-changing experience, Berenson was eager to make her life and work more fulfilling. “I was no longer afraid to pursue the creative career I had long avoided” Rebecca said.

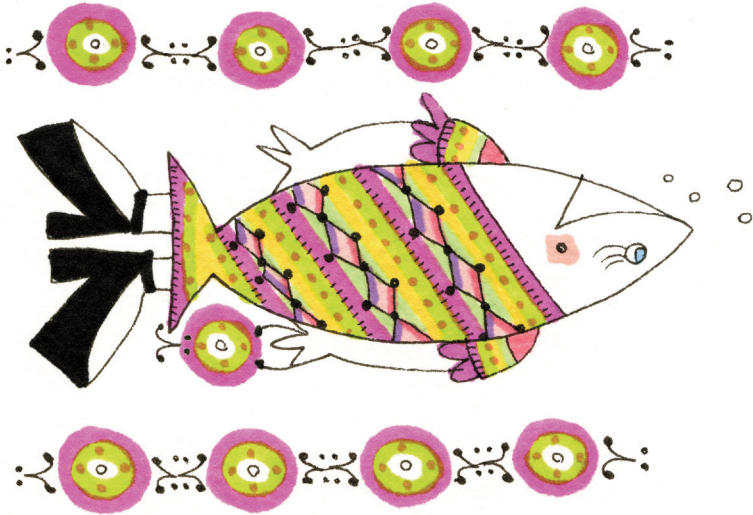
A Web site for Berenson’s new venture, Urban Fish Design™ was created, and in late 2007, to the delight of many Wynona Urban Fish™ fans, a line of note cards was produced. The note cards are sold on Rebecca’s Web site, www.urbanfishdesign.com, and in retail stores throughout the Boston area. Ten percent of all note card sales are donated by Berenson to charities that support ALS research.

Rebecca holds a Bachelor of Arts in Art History from Columbia University. Her fifteen years spent living in New York City served as a richly inspiring backdrop to fuel this creative journey that would ultimately spawn her delightfully fishy fashionista, Wynona Urban Fish™. Berenson currently resides in Somerville, MA.

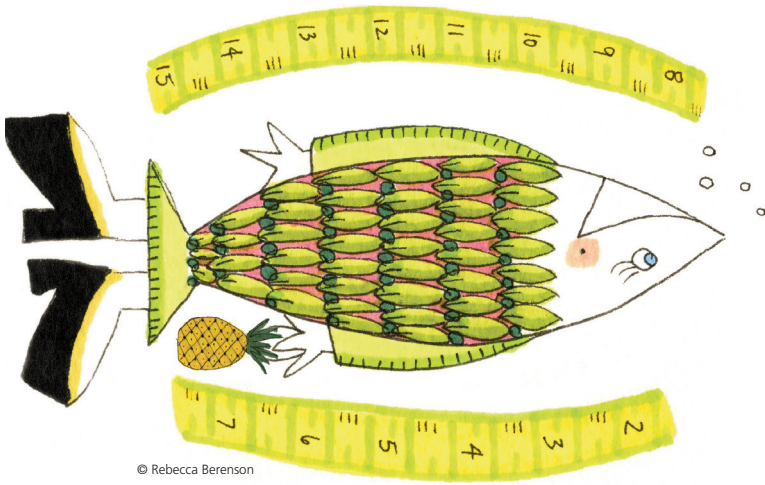


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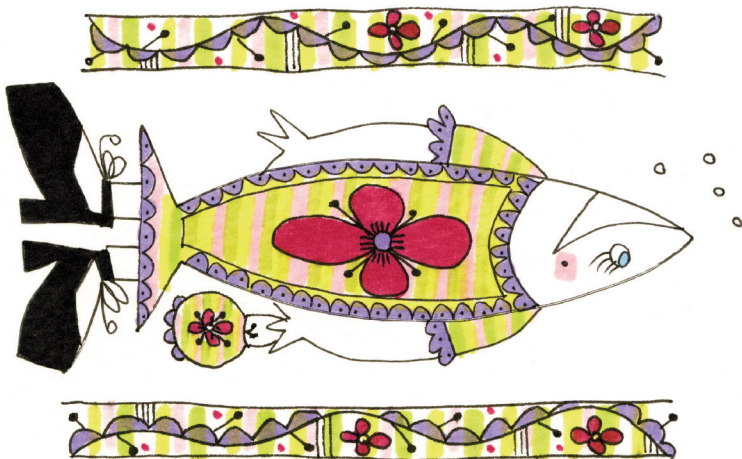
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