



Urban Fish Design™

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FOR IMMEDIATE RELEASE

URBAN FISH DESIGN™ CONTINUES SUPPORT OF COMMUNITY FUNDRAISERS ACROSS THE NATION IN 2009

San Diego, CA (January 1, 2010) For Urban Fish Design™, 2009 was a year full of giving. Saturday, August 8, 2009 found them donating Wynona Urban Fish™ mugs, note cards and reusable tote bags to the Scales and Tales Gala in support of the Living Planet Aquarium in Sandy, UT.

Committed to raising environmental awareness and increasing sustainable business practices, Urban Fish Design's™ participation in the Scales and Tales event also included an in-kind donation in support of the Aquarium's penguin exhibit. *"It is important to support diverse causes, and The Living Planet Aquarium stands for educational and environmental values that are aligned with my personal and professional ways of life,"* said Rebecca Berenson, owner of Urban Fish Design™.

On Thursday, October 1, 2009, Urban Fish Design™ participated in the fifth annual Say it with Flowers event, presented by Boston Red Sox players' wives. This was the design company's third year supporting the event, whose proceeds benefit the ALS Association Massachusetts Chapter. The mission of the association is to lead the fight to cure and treat ALS through global, cutting-edge research, and to empower people with Lou Gehrig's Disease and their families to live fuller lives by providing them with compassionate care and support. *"My mother suffered from ALS, and it is part of my own mission as a business owner to raise awareness and funds for research for this devastating disease"* said Berenson.

On Sunday, November 15, 2009, Berenson generously donated Wynona Urban Fish™ mugs, note cards and reusable totes as auction items at a fundraiser in support of ALS patient Uncle Pasquale LaTosa. The event, organized by LaTosa's niece, took place at Rocky's Italian Bistro in Del Ray Beach, Florida. It helped raise awareness of the disease and money for LaTosa's medical expenses.

About Urban Fish Design™

Artist Rebecca Berenson created Wynona Urban Fish™ from 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.

About ALS

ALS (Amyotrophic Lateral Sclerosis, known commonly as Lou Gehrig's Disease) is a progressive neurodegenerative disease that attacks, and eventually kills the nerve cells and pathways in the brain and the spinal cord resulting in muscle weakness. Simple tasks such as talking, walking and eating become increasingly difficult and then impossible as the body's muscles waste away. Yet, through it all, for the vast majority of people, their minds remain unaffected. There is no known cause or cure for ALS.

For additional info please visit - <http://www.urbanfishdesign.com/>

For more information on ALS – <http://www.als-tdi.com/>

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