



Urban Fish Design™

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FOR IMMEDIATE RELEASE

URBAN FISH DESIGN™ CAPTURES ATTENTION WITH NEW DESIGNS AT THE 2011 CHA SHOW, SCHEDULED TO EXHIBIT AT 2011 SURTEX AND LICENSING SHOWS.

San Diego, CA (February 14, 2011) Three walls were adorned with UFD's newest and noteworthy designs at the **2011 CHA Show (The Craft and Hobby Association Show) in the Los Angeles Convention Center, Jan 29th – Feb 1st 2011.**

2011 CHA Show attendees were presented with three new Urban Fish Design™ collections. "Doodles", "Icons" and "Dragon Wagons." Doodles and Icons caught the eyes of stamp, scrapbooking, stationary and home décor manufacturers. The Dragon Wagons were a hit with baby market companies and some attendees were noticed touching the designs adorning the booth walls. "Overall the interest and feedback was incredibly positive," said Berenson.

Berenson's beloved character, Wynona Urban Fish didn't go unnoticed either. Companies from CHA are looking to manufacture her as rubber stamps and for embroidery and appliques. "This was a very exciting experience for me, after all these years of exhibiting. I feel it finally all came together and that's so gratifying," Berenson said.

Urban Fish Design™ will be exhibiting Rebecca Berenson's unique and ever-expanding line of designs at 2011 Surtex, at the Jacob K. Javits Convention Center New York, NY May 15-17 2011 and also at the 2011 Licensing International Expo at the Mandalay Bay Convention Center, Las Vegas, NV June-14-16, 2011. "It's a very exciting year for us at Urban Fish Design! This will be my debut at Surtex and my 4th year at Licensing," said Berenson.

Urban Fish Design™ continues to donate a percentage of profits to ALS research and remains committed to its growing philanthropic roots. "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," Berenson said, who lost her mother Cecile to the disease in 2004.

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