



Urban Fish Design™

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FOR IMMEDIATE RELEASE

URBAN FISH DESIGN LLC, DEBUTING TREND SETTING DESIGNS TO BE LICENSED AT THE CHA 2011 WINTER CONFERENCE AND TRADE SHOW

San Diego, CA (January 25, 2011) Designer and owner of Urban Fish Design™, Rebecca Berenson, has been relentlessly creating and hand drawing a new series of collections, debuting at **CHA 2011 (The Craft and Hobby Association Show)** in the License and Design Area in **Booth #4836 in the Los Angeles Convention Center, Jan 29th – Feb 1st 2011**

Berenson's debut of new designs includes 200 new "doodle" patterns. The individual drawings range from simple and flowing to intricate and symmetrical. A self-described "Incessant Doodler", Berenson has long been known for her love of spontaneous creation.

"It took time to realize this could be the creative breakthrough that would take my business in a new direction, but the timing couldn't be more perfect," Berenson said.

In addition to the new patterns, Urban Fish Design™ will launch an original baby-themed collection and a broadened showing of her scrapbook icons from 2010.

The one-of-a-kind concepts intermingled with daring color combinations, are unique and gaining more and more interest. Perfect for toy manufacturers, home decor companies, scrap-booking, stamping, and fabric companies. The possibilities are limitless.

Berenson's hand-drawn work has been aptly described as "complicatedly simple." The broad array of new designs and characters is sure to capture attention. "We're eagerly anticipating reactions from the CHA attendees", says 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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