

## PRESS RELEASE

Of interest to editors and journalists covering:  
African American Interests, Photography, Hobbies/Crafts, Family/Parenting

New Company Fills Niche In Lucrative Scrapbooking Market -  
Nene's Creations Makes Memories With Supplies Geared To African-Americans

OLD HICKORY, Tenn. - May 5, 2004 /Send2Press Newswire/ -- A new ecommerce site provides African-Americans the ability to make their own personalized memories with multi-cultural scrapbooking supplies. Nene's Creations(tm), at [www.nenescreations.com](http://www.nenescreations.com), offers paper, stickers, die-cuts and frames featuring people of color.

President Sandra "Nene" Norris, a long-time scrapbooker, founded the business after becoming frustrated in her attempt to find the perfect supplies for her hobby. "I could find borders and papers with people of color, but they literally were the same mainstream designs just painted brown. I wanted features and distinctions that truly reflect my life and my heritage."

Armed with graphic design programs and illustrators, Norris created a line of scrapbooking products specifically designed for African-Americans. All the characters are of color and have corresponding ethnic features. In addition to holidays and events all scrapbookers commemorate, like a new baby, graduation and holidays, she included papers for barbecues and beauty shops -- sites of gatherings particularly of interest to many in the African-American community.

Among the full range of supplies are Shout-Out Stickers(R) which reflect catch-phrases appealing to African-Americans, and a line of African heritage supplies is also available. A selection of Die Cut Dotz(R) gives scrapbookers the materials to create their own unique greeting cards.

"Response has been overwhelming," Norris said, with bricks-and-mortar hobby and scrapbooking stores lining up to carry the supplies. The demand has been so great that she is adding a line of notepads to the current collection. Plans are also in the works for designs to reflect additional ethnic groups.

"Celebrations of life should be something we can leave our children and grandchildren so that they can understand and appreciate their heritage," Norris said. "Nene's Creations gives us the opportunity to accurately reflect life yesterday and today in our communities."  
More information: <http://www.nenescreations.com>

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/Note to editors: examples, images, and logos available on request./

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\*IMPORTANT NOTE TO MEDIA:  
to reach the organization releasing this news, please contact:  
[info@nenescreations.com](mailto:info@nenescreations.com) (media only)

If used for publication, please send specimen copy.

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