



## **FOR IMMEDIATE RELEASE**

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### **We R Memory Keepers Releases 5 New Classic Collections**

ANAHEIM, California (January 28, 2012) We R Memory Keepers will release 5 classic collections in January, giving consumers even more reason to create. These collections include the following themes: all occasion, baby, beach, craft, and patriotic.

#### **Baby Mine**

Throughout the Baby Mine collection, bold blues and pinks are paired with stylized baby icons making it a sweet collection. Whether creating a birth announcement or compiling babies first year of memories, the Baby Mine collection incorporates prompts for each important milestone. With the Baby Mine Stack Pack, which includes over 815 pieces – designer papers, embossed tags, icon stickers, and alphabet stickers – it's also a great gift for the new mom-to-be. The due date for the Baby Mine collection is February 1, 2012.

#### **Anthologie**

This all occasion collection is laced with bold, jewel/toned colors in aqua, salmon, cherry, brown, lemon, and mint. It includes a touch of distressed elements making it a modern collection with a touch of vintage. It's the perfect pair for any photograph or can proudly be displayed as home décor. Anthologie includes double-sided papers, cardstock, specialty glitter papers, unique stamps, layered tags, crochet lace trims, fabric buttons, and more. The Anthologie collection begins shipping March 1, 2012.

#### **Down the Boardwalk**

With sun-faded colors in coral, ocean, seaweed, sunshine yellow, and sandy brown, this collection has an east coast beach-like feel. The double-sided papers are adorned with distressing reminiscent of sand on the beach, and the embellishments are enriched with hand-drawn illustrations such as beach cruiser bikes, flip-flops, starfish, and beach balls. This collection was created to help remember the best part of summer – those lazy days relaxing at the beach. The Down on the Boardwalk collection will wash ashore on April 1, 2012.

#### **Red White & Blue**

The patriotic colors of red, white, and blue brilliantly shine forth in this classic collection conveniently named just that – Red, White & Blue. It's reminiscent of a hometown parade with icons that spell freedom and pride, such as stars, fireworks, banners, hero awards, and more. The pre-layered papers and embellishments make it simple to use on any project. The Red, White & Blue collection proudly ships on May 1, 2012.

#### **Love to Craft**

Tap into the DIY generation with the Love to Craft classic collection. Document the passion for crafting and scrapbooking with a photojournalistic approach. This collection merges muted yet cheerful colors into papers and embellishments that become timeless. Popular crafting icons such as measuring tape, spools, scissors, and thread are woven into this collection making it perfect for those who Love to Craft. The Love to Craft collection ships on June 1, 2012.

**About We R Memory Keepers**

As a 90-year-old company, We R Memory Keepers has evolved into one of the leaders of scrapbook and paper crafting suppliers. We R manufactures high quality, functional, and creative scrapbook products that are specifically designed to preserve and enhance memories that last for generations. Products include: innovative tools, quality albums, photo sleeves, page protectors, unique paper lines, and coordinating embellishments. For more information visit [www.weronthenet.com](http://www.weronthenet.com).

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