



## New Stepfamily-Specific Greeting Cards Hit U.S. Stores "thestepcardcollection" Now Available In 40 Carlton Cards and American Greetings Locations

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### For Immediate Release

MIAMI, FL (30 June 2008) - On the heels of the successful launch of [www.thestepcardcollection.com](http://www.thestepcardcollection.com)® this past holiday season, thestepcardcollection® has secured retail space in 40 American Greetings and Carlton Cards stores. The new, printed cards specifically address the emotions and challenges unique to step, "co" and blended families, which today collectively make up approximately 50 percent of the nation's population.

The new paper card line will be available in select American Greetings and Carlton Cards stores beginning May 12. Markets where the cards will be tested include California, Connecticut, Delaware, Florida, Maryland, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Washington and Wisconsin.

thestepcardcollection® was created by South Florida psychologist and stepfather Dr. Rick Levenson. Newly married, Dr. Levenson used his experiences to create handmade cards conveying his feelings to his new stepchildren. Dr. Levenson and his wife and business partner, Carmen Elias-Levenson, now use these experiences to craft cards that speak specifically to those in step, "co" and blended families.

The first group of 24 cards (printed on recycled paper) was written by Dr. Rick®, **illustrated by Belgian Abstract Architectural Artist & Contemporary Painter Caroline Geys**, and designed by Miami-based design team BE IT Designs. The new paper cards are a way to expand the mission of Dr. Rick® and his wife, and offer consumers looking for new ways to communicate, a new outlet to find them.

"The cards deliver the same heartfelt sentiments found in the online offerings, and now they are in the card aisle making it even more convenient for consumers to find them," said Dr. Rick®. "The cards are written in a conversational tone and artistically designed to offer consumers a beautiful option that will resonate with any recipient and express the unique, stepfamily bond that is shared."

The cards can also be found at other fine retail outlets nationwide, including GetSmart Educational Super Stores. The new paper cards will also be available for purchase on the website.

*About thestepcardcollection:* Catering specifically to stepfamilies and their exceptional emotional and communicative challenges and triumphs, thestepcardcollection.com® is a FREE accessible, fun and tasteful online resource brimming with e-cards, postcards, calendars, birthday alerts, reminders, address book and personal picture and message upload capabilities, family friendly games, and so much more. A special section of particular interest on the thestepcardcollection.com site is "Dr. Rick's Step-Forum®", a dynamic and dedicated blog that is informational, inspirational, and interactive. Have a question for Dr. Rick®? Want to share pertinent information, issues or data with families like yours? "Dr. Rick's Step-Forum®" is just the place.