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Peppers and Pollywogs' **Card Central** Adds Seven Graphic Artists to One-Of-A-Kind Invitation Design Website

Seattle, WA – May 21, 2007- Following the successful debut of **Card Central** on Peppers and Pollywogs™ in April 2007, seven new artists have joined the creative team to design one-of-a-kind party invites with an even greater array of party themes.

Card Central's achievement in innovative designs and customer satisfaction has prompted more artists to align themselves with the popular kids' party website in order to increase exposure of their custom work. The site now offers designs by *Tiny Cows*, *Chris Bivins*, *Laura White*, *Gina Kurtz Designs*, *FetchIt! Studios*, *Carrie Narducci* and *PerryDog Studios* for kids' ages 1-17.

Lisa Kothari of Peppers and Pollywogs, Inc.™ said she wants **Card Central** to encourage graphic artists to submit original designs to the website for consideration as a means of showcasing their talent and distributing their designs on-line. Because of its overwhelming reception after going live, **Card Central** quickly expanded its selection to reflect the varying tastes and requests from its' client base through the addition of these new graphic artists.

Originally partnering with artists Jen Shetterly of *The Card Bakery, LLC* and Samantha Shroff of *Bloom Designs* to create the premiere selections, Jen Shetterly says she signed up as a premiere designer because, "Peppers and Pollywogs™ manages consumer-facing functions of sales and customer service, leaving me more time to design cards." And, of her partnership with **Card Central**, Samantha Shroff said "We have been looking to expand our line of cards to kids' themes, and Card Central provided us with the right opportunity".

The burgeoning partnerships between Peppers and Pollywogs™ **Card Central** and graphic artists gives the site an edge over other party websites in cyberspace due to a variety of artistic backgrounds. Artist Chris Bivins said "I've been drawing since I could hold a crayon, and have been doing it professionally for over 25 years. I work in a variety of pretty diverse styles and Peppers and Pollywogs™ **Card Central** gives me a great outlet for some of my more whimsical creations."

Carrie Narducci developed a line of notecards and has wanted to include the children's market in her designs. "Peppers and Pollywogs™ **Card Central** has given me this opportunity. In addition to that, **Card Central** is a great place to sell and promote my line of cards because of the wide variety of ages they are marketing towards as well as their openness to promote a variety of artistic styles."

Card Central also provides a more intimate venue in which clients can interact with artists and designers, all without leaving the comfort of their homes. Of the more recently added artists, Kerri Kane of *Tiny Cows* states, "**Card Central** is a great opportunity to connect boutique card designers with their niche. Not only can we get our specialized themes out to the public, like our reptile-themed invites, but **Card Central** also lets customers personalize their cards, which leads to some great looking results for party organizers! This aspect also gets the customers closer to the designer and makes it a more shared experience."

Card Central will continue to accept and review designs from new artists as a means of keeping the site fresh and staying on top of the ever-changing client requests. Offering one-of-a-kind works for a fraction of the price of brick and mortar stores, **Card Central** is the first and last stop for busy parents looking for unique designs.

See what all of the buzz is about and log on today!

www.pepperspollywogs.com

Contact Information

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