



**FOR IMMEDIATE RELEASE**

## Peppers and Pollywogs Inc., “All About Kids’ Parties”, Launches **Card Central**

*Imaginative, Innovative Invitations for Kids’ Parties*

**Seattle, WA – April 11, 2007** –Never before has it been easier for parents to create professionally designed invitations for their child’s birthday party. Peppers and Pollywogs™, the informational website that is “All About Kids’ Parties,” presents **Card Central**, their new web portal offering busy parents pre-designed party invitations. The designs can be customized with the party details, and then printed on a home printer in a matter of minutes!

The Peppers and Pollywogs™ website was founded in 2006 by Lisa Kothari and Shiv Chandrasekaran. True to its motto, the site helps with planning a unique celebration for that special birthday girl or boy, and offers innovative features, like **Card Central**, which optimize parents’ time and money.

For this newest venture, Peppers and Pollywogs™ **Card Central** has partnered with artists, Jen Shetterly of *The Card Bakery* and Samantha Shroff of *Bloom Designs* to create the premiere selections. Both designers offer a vast array of popular kid’s party themes in bi-fold or postcard format. Once customized, the cards can then be printed on paper, cards or cardstock. **Card Central** even suggests the best Avery® papers and cards for printing, and provides helpful printing instructions on the site.

It’s easy and fun! Simply log on to PeppersPollywogs.com™, head to their **Card Central** port and it’s 1, 2, 3, Print! First, choose your theme, then customize the details, pay, and print! **Card Central** will email you your new artwork in a PDF format that you own. You can now print as many copies of that design as needed for your celebration! Your invitations go out to guests on time and there are no shipping fees.



"Peppers and Pollywogs™ **Card Central** is a boon for busy parents, who spend an average of 30 hours planning their kids’ parties." states Lisa Kothari, CEO. "I am excited that busy parents will be able to customize and print professionally designed invitations quickly and easily at home, and at such an economical price."

### **Contact Information**

For press inquiries, product images and sample requests, please contact Amanda Sheronas of Clover PR at [Amanda@cloverpr.com](mailto:Amanda@cloverpr.com) or 213-952-8746.

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