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FOR IMMEDIATE RELEASE

Spellbinders Paper Arts to Introduce Shapeabilities Wings of Hope Die Template Set at 2012 Winter CHA

Company Creates Die Templates to Provide Donations to Charity Wings Organization

Phoenix, AZ – January 23, 2012 -- Spellbinders™ Paper Arts, LLC, is an Inc. 500|5000 company, award-winning inventor, manufacturer and marketer of industry-leading tools for crafters. The company is pleased to announce the introduction of the Wings of Hope die template set at the [2012 Winter Craft & Hobby Association Trade Show](#) in Anaheim, CA. Spellbinders will be exhibiting in **Booth #1883** from January 29 – February 1, 2012.

“Spellbinders is proud to contribute to a philanthropy that organizes artistic charity events to raise funds for deserving causes. The beautiful die templates we have created will bring flight to the imagination and inspire many an enchanted creation all the while benefitting numerous charitable organizations and causes!” said Stacey Caron, Spellbinders President.

Spellbinders will assist in supporting the Charity Wings organization through the creation of a die template set, Wings of Hope. The company will donate a percentage of all sales of the Wings of Hope die template set to Charity Wings. The funds will be used to help raise awareness for the multiple noble causes Charity Wings contributes to around the country.



“Charity Wings is excited about this venture. We love being able to pair charity and art. Our constituents will love being able to add wings to their scrapbooks, cards, and mixed media pieces. The sky is the limit with this very versatile set!” commented Elena Lai Etcheverry, Founder and Executive Director.

Charity Wings (Scrapbook Royalty) organizes numerous charity events. Previous benefactors from Scrapbook Royalty events include The Cancer Coping Center, The Invisible Children, Boys & Girls Club of San Marcos, The American Heart Association, The Surfriider Foundation, Rady’s Children’s Hospital, Young Survival Coalition, John Tracy Clinic, a the San Dieguito Boys & Girls Clubs, and others.

Suggested Retail Pricing (SRP) for the Shapeabilities Wings of Hope die template is \$24.99. Please visit <http://spellbinderpaperarts.com/> for more product information and design ideas.

About Charity Wings

Charity Wings is a non profit organization that uses art and creativity as a vessel for fundraising. We create unique opportunities for Crafters and Artists to give. Charity Wing's unique structure educates participants about worthy charities and raises money, all the while providing them a creative outlet based on their favorite crafting pastime. Well-known and supported throughout the arts and crafts community, Charity Wings has raised over \$394,000, completed 78 albums for families coping with cancer, collected over 5,600 blank handmade cards and sent them to troops overseas to send home for the different holidays, made 150 frames for a prom for teens with cancer, collected 300 pairs of socks for a homeless shelter during the rainy season, and more.

About Spellbinders Paper Arts

Spellbinders entered the craft and hobby market in 2003 with the introduction of the Spellbinders Wizard™ Universal Craft Tool and a unique, patented collection of dies unlike any introduced before - or since. Always on the cutting edge in introducing innovative tools to the market, the Spellbinders Grand Calibur™ Machine is the company's latest offering for crafters. Spellbinders product lines include more than 250 patented and patent-pending products, allowing crafters, hobbyists, artists and teachers to create one-of-a-kind, beautiful paper art projects.

Stacey Caron, President, has been selected to receive a 2012 Enterprising Women Award. Now in its 10th year, the Annual Enterprising Women of the Year Awards recognize the finest women entrepreneurs in North America and beyond, and is widely considered one of the most prestigious recognition programs for women business owners

For two consecutive years, the company is listed in the Inc. 500|5000, an exclusive ranking of entrepreneurs nationwide. Visit <http://spellbinderspapperarts.com/> or e-mail info@spellbinders.us for more information. Connect with Spellbinders Paper Arts on [Facebook](#) or [Twitter](#).

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