



For immediate release

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BRANCH OUT WITH THE WINTER 2007 ISSUE OF *MerriMail*

Highlights

- Winter Issue Features Articles About Branching Out and Three Inspiring Gifts: Custom Vinyl Art by Create.Ink (Mount Pleasant, SC), Green Opaque Vase, and Postcard of Sculpture by Patrick Dougherty (Chapel Hill, NC)
- Get The Winter Issue While It Lasts: The Fall Issue of *MerriMail* Sold Out!
- Subscription to *MerriMail* is Ideal Gift for Approaching Valentine's Day
- Spring Issue Arrives in April; Features a Sweet Treat and Ideas for Social and Outdoor Excursions

Elkin, North Carolina – (January 23, 2007) – Merritt Studios, LLC, a newly formed organization focused on creative living, today announced the distribution of the Winter issue of *MerriMail* (www.merri-mail.com/issues.php), which inspires subscribers to branch out in 2007.

Launched in September 2006, *MerriMail* (www.merri-mail.com) is the first creative living subscription service that includes delightful gifts (a surprise present) and thoughtful ideas (a brief newsletter) delivered four times a year. Each issue of *MerriMail* focuses on one of the following themes: Creativity, Body, Social, Exploring, Indoors, and Outdoors, providing subscribers with a variety of unique gifts and simple ideas.

"We're excited to announce the distribution of the Winter issue of *MerriMail*, which was shipped to subscribers on January 18, 2007," said Caroline Armijo, co-founder, Merritt Studios, LLC. "Due to significant demand, we sold out of the Fall 2006 issue of *MerriMail*, and we anticipate similar success with the Winter issue. The theme of the Winter issue is branching out, which was inspired by the gifts and ideas featured in the issue. Taking the time to branch out and try new things is important because often times we're so focused on our daily routines that we don't make an effort to explore life beyond our usual path. We hope the gifts and ideas shared in this issue of *MerriMail* encourage readers to seek out new encounters and different experiences."

To instill the concept of branching out, the Winter issue of *MerriMail* features a vinyl-art branch custom designed for *MerriMail* by Create.Ink (www.create-ink.net), which offers a line of custom stationery, tee-shirts and more. Based in Mount Pleasant, South Carolina, Create.Ink is part of the retail boutique called Out of Hand (www.shopoutofhand.com). The vinyl-art branch is a piece of adhesive vinyl that subscribers can apply to an object, providing them with a creative, hands-on experience. Along with the vinyl art, the Winter issue also includes an opaque green glass vase, which is an ideal canvas for the vinyl-art branch. The vase was chosen for the issue because of its oval shape and the way the brown vinyl-art branch stands out against its vibrant green color.

To further motivate readers to seek different encounters, the Winter issue also includes a postcard featuring a photograph of the *Na Hale 'O Waiawi* sapling sculpture installed by Chapel Hill, North Carolina, artist

Patrick Dougherty (www.stickwork.net) at The Contemporary Museum in Honolulu, Hawaii. Patrick is a sculptor of natural shelters or nest-like sculptures, which he creates using tree saplings he gathers from the surrounding installation areas.

Just as the gifts featured in the Winter issue of *MerriMail* encourage subscribers to learn something different and stretch into something new, the Winter 2007 idea card features the following articles that coincide with the theme of branching out:

- Share your inspirations and how you applied the vinyl art on the *MerriMail* blog
- Decorating tip: Use branches to spruce up an empty corner
- Donate \$1 to American Forests (www.americanforests.com) to plant a tree to help the environment
- Feature article about Patrick Dougherty and his "Dream Nest" sapling sculptures
- Seven tips to force branches into bloom
- New uses for adhesive pockets by Real Simple (www.realsimple.com)
- A brief evolution of the versatile plastic called vinyl

"The mission of *MerriMail* is to share delightful gifts and thoughtful ideas with others, and giving great gifts and thinking of others have always been important to me and Caroline," said Eris Ball, co-founder, Merritt Studios, LLC. "This is particularly significant as we move into the month of February when people are searching for unique Valentine gifts for friends, sisters, sweethearts and mothers, and we think *MerriMail* is the ideal present for Valentine's Day. Furthermore, the spring issue which arrives in April, features a sweet treat along with ideas for social and outdoor excursions, all of which are perfect for any Valentine."

MerriMail is ideal for people who are interested in creativity, design and everyday living. Currently, *MerriMail* is a quarterly publication and costs \$88* for a one-year subscription. The next issue of *MerriMail* is scheduled to arrive on doorsteps in Spring (April) and subsequent issues in Summer (July), Fall (October) and Winter (January).

***MerriMail* Resources and Online Press Kit**

About *MerriMail* <http://www.merri-mail.com/about.php>

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FAQs <http://www.merri-mail.com/faqs.php>

About Co-founders <http://www.merri-mail.com/ourstory.php>

About Merritt Studios, LLC

Merritt Studios, LLC is a privately held company focused on creative living. Merritt Studios, LLC is comprised of three businesses: 1.) *MerriMail*, 2.) Workshops, and 3.) Products.

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