



**For Release**  
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## **Stationery Trends launches 'The Trendys' awards program**

**Sparta, Mich.** — Stationery Trends magazine has announced the launch of the first-ever Stationery Trends Awards, "The Trendys." The Trendys grew out of a desire to provide retailers with a voice on the latest trends in greeting cards, gifts and all things stationery. These awards recognize the best in the industry — through the eyes of the retailers, who are in tune with the consumers' desires.

Five awards will be awarded, one in each of the following categories:

- Baby
- Bridal
- Green
- Greeting Cards
- Office

### **How it Works**

Manufacturers and designers are invited to submit entries in as many of the categories as they wish. Entries are due by Monday, Feb. 1, 2010. For submission information and guidelines, please e-mail [trendyawards@stationerytrendsmag.com](mailto:trendyawards@stationerytrendsmag.com). All of the entries will be posted at [www.stationerytrendys.com](http://www.stationerytrendys.com) under the "Vote" page.

Via e-mail blast, marketing in Stationery Trends and through social networking sites, retailers and others involved in the industry will be invited to vote on each of the entries, starting at the end of February. At the end of a month-long window, the votes will be tallied, with the top 10 entries in each category being selected. At that point, industry members again will be invited to vote on their favorite in each of those categories over a two-week period. Votes will be tallied, and a winner named in each category. Winners will receive editorial recognition in an issue of Stationery Trends magazine, as well as an award to display in their offices.

The Trendys are sponsored and managed by Stationery Trends, the resource for greeting cards, gifts and all things stationery. For more information on The Trendys, visit [www.stationerytrendys.com](http://www.stationerytrendys.com), call Kimberly Warren at 800-825-0900, ext. 110, or e-mail [trendyawards@stationerytrendsmag.com](mailto:trendyawards@stationerytrendsmag.com). Get updates and information about the Trendy Awards by following us on Twitter at [www.twitter.com/TrendyAwards](http://www.twitter.com/TrendyAwards).