



Fine  Fresh Paper Goods

## 23rd Day Press Release

23rd Day, a paper goods and gift brand based in Longmont, Colorado will be making it's second appearance at the National Stationery Show following up on thier successful debut last year.

We design and produce beautiful , environmentally responsible greeting cards and other paper products. All of our products are printed and assembled in Colorado. All of our designs feature the artwork of owner Scott Church, who after 25 years of successfully working as a Creative Director in the social expressions industry and working as a licensed artists launched 23rd Day in 2015.

With a goal of producing product that appeals to a design conscience audience we create unique artwork that uses lushly painted full color illustrations, sophisticated typography, excellent graphic design and unique palettes in a creative and beguiling way. We are not slavishly following trends but think of ourselves as "trend conscience". Our modern and " hip-traditional" design aesthetic is meant to outlast temporary trends and have a wide appeal. We will be debuting over20 new greeting cards as well as gift enclosures, love notes, art prints and our brand new Holiday Gift Tags. We hope you love our new product as much as we do!

### What's in a name?

What's with the name 23rd Day? Great question, we're glad you asked! Both of my lovely daughters ( now teenagers) were born on the 23rd. In different months of course. So naturally 23 has become my lucky number. My new " Fine and Fresh Paper Goods" Company is a tribute to them and that lucky 23rd Day.

A handwritten signature in black ink that reads 'Scott Church'.

### About Scott

Louie Award winning artists Scott Church is the person behind 23rd Day. After nearly 25 years in the social expressions industry working as a creative director developing product lines and as a licensed artists working with a plethora of lifestyle and paper products companies ( not to mention teaching Illustration and Typography at Metro State in Denver) Scott decided it was time to do his own thing. This product release is a reflection of the things he loves most, illustration, typography, lettering, a sense of humor and a passion for enjoying life.