

In My Book Bookmark/Greeting cards is First Time Exhibitor at ALA MW

In My Book (<http://inmybook.com>) is pleased to be exhibiting (Table #1835) at its first ever Mid-Winter conference. This small Brooklyn company makes a collection of long-line greeting cards that perforate to become bookmarks, perfect as thank you notes or gifts for donors, volunteers, and reading program participants or for the Friends to sell at the annual book sale or at the FriendsShop.

IN MY BOOK® cards are printed on heavy-duty watercolor paper and feature delightful drawings by children's book illustrator Meredith Hamilton. They are sold complete with a red envelope for mailing. The cards recycle from greeting card to bookmark, and as such are a long-lasting reminder of the giver. Eighteen styles begin with the greeting "In my book..." and conclude with such sentiments as "you're novel", "you're the last word" and a librarian favorite, "you're top shelf". The double-entendres (example: "in my book... you're in between the covers") is only one more example of one card doing two jobs.

The cards have been acclaimed in the press (Publishers Weekly calls them "sentimental greetings that make endearing gift enclosures") & the New Yorkers Book Bench ("cute dedications, sweet illustrations"). Please visit Robin at table #1835 to check out all the styles and order some for your library. Special ALA M-W offer, get a free rack with the purchase of only 40 cards (\$2.50/unit, i.e. \$100 order); racks typically are free with the purchase of 100 cards.

Robin K. Blum

www.inmybook.com

'the greeting card and bookmark in one'

on facebook: <http://www.facebook.com/inmybook?ref=ts>

on twitter: <http://www.twitter.com/inmybook>

on LinkedIn: <http://www.linkedin.com/in/robinkblum>