



RETRO-CENTRIC GREETING CARDS & GRAPHICS

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MOM'S FAVORITE CLICHÉS GIVE BIRTH TO NEW GREETING CARDS

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This May 11th, 155 million Mothers Day cards will be sent with love all over the US.

One fact we all share is that at some point in the game, we all had a Mother. While the identity of dear old Mom has evolved over the years, one remarkable consistency remains steadfast. Those familiar- sometimes stinging, sometimes annoying, and in retrospect endearing clichés that Moms everywhere seem to have at the ready in their arsenal of reprimands. Think: *If all your friends jumped off a cliff...* so ingrained are these phrases that they seem to spring organically from the lips of a new age Mom just as readily as they did from her Mom.

Therein lies the concept behind the humor of *Apron Strings Greeting Cards, a new line of birthday cards from What's Buzzin'? Retro-Centric Greeting Cards and Graphics*. Diane Dempsey, What's Buzzin'? designer /illustrator developed the line, "The ideas behind the greetings that we design at What's Buzzin'? are all based in shared experience. These smiling retro Moms deliver a birthday message with humorous clichés from our childhood days." Not Mothers Day cards, but instead a salute to the clichés of motherhood, these cards reach across a wide range of relationships. They bring a smile to siblings and friends, even from Mom to Mom. The messages will hit home with anyone who has ever been on the receiving end of a *Mom-ism*. "It's great fun creating this line", confides Diane, "I just hope my Mom doesn't remind me "I'm too old to act this way!"

Inspired by 20th Century Retro American culture, the greeting cards of What's Buzzin' celebrate the fads, fashions, music and design of years gone by. Other birthday card styles featured on the web site include Retro Snapshots; flashbacks to the days of jukeboxes and lava lamps, Fashion Statements; glamorous greetings for gals, and Tropical Vintage; seaside vacation memories. What's Buzzin'? also offers invitations, baby announcements, blank note card sets, Christmas cards, and posters, all with a decidedly retro style.

The entire card line is available online at www.whatsbuzzin.com, and selections at various card, gift and antique stores throughout the US.

For more information about What's Buzzin'?, visit the company's web site at www.whatsbuzzin.com or call 727.895.5259

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