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**FOR IMMEDIATE RELEASE**

## **Apex Artist Laura Kelly Signs With Sharpie® to Work on Its Back-to-School Campaign and ‘Sharpie Uncapped’ Web Site**

Apex, NC (July 2, 2009) Apex Artist Laura Kelly, owner of Laura Kelly Designs & Licensing, recently expanded the use of her signature black Sharpie fine point marker to sign with the Sharpie® brand. Kelly has joined other inspirational artists who use Sharpie markers to create art as part of the “Sharpie Squad” on the “Sharpie Uncapped” Web site at <http://www.sharpieuncapped.com>, where examples of her whimsical art will appear for bloggers to post questions and comments about. Sharpie has also asked Kelly to work with its back-to-school campaign later this summer.

“Wow. I mean totally WOW! To be a part of this amazing opportunity with Sharpie is so empowering and so fun,” Kelly says. “I am really psyched about sharing my art, ideas and imagination with the world through this relationship.”

With her signature black Sharpie, Kelly pens playful drawings of children, animals, flowers and other everyday items that have made her famous and taken the licensing world by storm. As a child, she would draw Sharpie graffiti, quotes and other images on large boxes her father would bring home from work, as well as her family home’s playroom walls. “My mom was actually fine with it!” Kelly says. You can view samples of Kelly’s work at <http://www.laurakellydesigns.com>.

Sharpie’s Social Media Manager Susan Wassel looks forward to the new venture. “Laura’s work with Sharpies really caught our attention—she is so talented!” Wassel says. “We’re excited to work with her for our back-to-school campaign and know whatever she creates with Sharpies will be a true testament to her creativity and passion.”

The original fine-point black Sharpie permanent marker is famous for its clean, well defined, non-smudging and durable line. In addition to fine point markers, the company’s line includes stainless steel permanent markers, MINI permanent markers, super permanent markers, a CD/DVD permanent marker and much more. View the entire line at <http://www.sharpie.com>.

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### **About Laura Kelly Designs**

Laura Kelly’s bold and whimsical art is widely recognizable by its mixed-matched usage of vibrant colors, patterns and themes. Her designs are licensed to companies around the country and are available on a plethora of products. Locally, Kelly partners in art with Kidzpiks (<http://www.kidzpiks.com>), Triangle TRACKS (<http://www.triangletracks.com>) and Charlotte TRACKS (<http://www.charlottetracks.com>). For more information, please contact her at (919) 303-2101 or visit her online at <http://www.laurakellydesigns.com>.