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Scrapbooking Expert Invites DIY Viewers to "Diversify It Yourself"

**N.J. Entrepreneur Kim Luty showcases "Same-Differences"
for December 18th "Croppin' USA 2005" Marathon on DIY Network**

On December 18th, scrapbooking expert and diversity advocate Kim Luty will be featured as part of the DIY cable network's "Cropping USA 2005" marathon. During two full days of non-stop "cropping" (slang for scrapbooking), Luty will introduce viewers to her company **Same-Differences** and promote her distinctive line of diecut stickers and phrases that bring an inclusive real world diversity to the world to this popular hobby.

My World and Welcome To It

"The scrapbooking market offers an extremely limited number of products geared towards people who are outside what most of us call 'the norm'," observes Luty. She noted that it is difficult to find images of blended families, unmarried adults, single parents, active seniors, and the disabled. "And the products I was able to find were very narrow in their focus," Luty remarks. "They didn't really represent the varied kinds of people and different lifestyles that I see in my world."

Luty is no stranger to the world of differences. She has Epidermolysis Bullosa, a rare and disabling skin condition. "My unique disability made me sensitive to the incredible spectrum of things that make people different, and it also heightened my awareness of the myriad things we have in common."

Luty's observation was the catalyst for entrepreneurial action. She decided to celebrate life's diversity by creating a line of products "that would bring the diversity of the real world to the world of scrapbooking."

Cropper "Viewer's Paradise" at DIY

Luty will bring her "world vision" to the viewers at DIY when she presents her popular **Everyday Stickers**. **Everyday Stickers** are an expanded version of the company's original successful product line -- **Everyday Kids** that features teenaged boys and girls "who simply happen to be sitting in a wheelchair, walking with their seeing eye dogs, or leaning on a cane." explains Luty.

Other **Everyday Stickers** include the ethnically diverse **Everyday Everyone**, the anti-ageist **Everyday Seniors**, and the body-friendly **Everyday Sizes**.

In addition to **Everyday Stickers**, Luty will also offer DIY viewers a look at **Everyday Phrases**, specialty diecuts of fun, catchy phrases. "**Everyday Phrases** may be used independently or to highlight scrapbook layouts, cards, and other paper craft items," she explains. The diecuts feature intriguing type styles and sizes as well as fun phrases and are designed using white cardstock, so they may be decorated with inks, used as stencils, or highlighted with other media.

Luty says the company is particularly excited about the latest addition to **Everyday Phrases**. The new **Step Line** is a series of diecuts "to help crafters include step-moms, step-dads, and other "steps" in the scrapbooking landscape," she says.

Viva Scrapbooking in Las Vegas

Luty finds that each new level of success opens doors to new challenges and new products to address them. At the 65th annual Craft and Hobby Association show in Las Vegas in February, Luty will "officially" launch **Straight To the Point**™ **Transparencies and Rub-ons**, and a series of **patterned papers** that have been specially coordinated to the **Same-Differences** sticker lines. Stop and visit her at Booth 866 at the show. "That's just the beginning," promises Luty with a laugh. "We won't rest until everyone's croppin' and everyone's included."

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