

## FOR IMMEDIATE RELEASE

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Note to editors: Luis Veras available for interview.

### (STARTS)

## Canvas Artists Rewards Early Holiday Shoppers

*The early bird catches the worm. This holds true for those that want to give personalized gifts this holiday season and choose the services of Canvas Artists. This online-based company, which specializes in creating hand-painted portraits from photos, offers a 20% discount to early Christmas shoppers.*

**Miami, FL:** The Holiday season is always a very busy time for online retailers, especially for those that offer personalized gifts. One such company is Canvas Artists ([www.canvasartists.com](http://www.canvasartists.com)), the leading provider of custom-made hand-painted artworks, specializing in creating works of art from photographs, including watercolor paintings, pencil sketches, pastel drawings, acrylic and oil on canvas paintings.

In an effort to minimize its workload during this busy season, Canvas Artists is offering a 20% discount on all their services to shoppers that place their Christmas orders during the month of October. Given the hand-crafted nature of their service, this discount is considered very significant for this industry.

“The months of November and December are very busy for us”, says Paul LeDive, their Artists Supervisor. “With this offer we intend to bring some of that workload into October,”. Since their artworks are done completely by hand, the average order takes 3 to 4 weeks to be completed,

making it difficult to fulfill orders placed too close to Christmas. “Our goal is to entice most of our customers to place their orders early, which help us provide them with a better service”, says LeDive.

Canvas Artists provides one of the most unique personalized gift services. “Our portraits from photos are always a big hit among gift recipients”, says Luis Veras, CEO of the art firm. Last year, this company experienced a tenfold increase in sales in the weeks preceding the holiday season, but unfortunately about 5% of those orders were left unfulfilled, because they were placed too close to Christmas. “Even though we have the largest network of freelance artists worldwide, there is a limit as to how many artworks we can create in a given period of time. We know that handcrafted works of art can be of great emotional value, so we wouldn't want to let anyone down”, says Veras. It is for this reason that they are trying to get their holiday shoppers to place their orders during the month of October.

Canvas Artists' services include the creation of oil on canvas portraits, pastel drawings, pencil sketches and watercolor paintings, all done by hand by talented artists, from photos submitted by its customers. A genuine painting or drawing adds much more to a room than a print or imitation, which is why their services are so highly coveted. And with prices beginning at \$44.95, they are very affordable.

In addition, for those that can't decide which type of artwork to order, they offer Gift Certificates in several denominations. These certificates are also very popular among corporate gifts.

Canvas Artists will be offering the 20% off incentive, to shoppers that order their hand-painted portraits up until November 3<sup>rd</sup>. In order to get this discount, one must use the discount code '**XMAS2006**'. To prevent non-holiday orders to be placed with this discount code, all orders placed through this offer will ship after December 5<sup>th</sup>.

Anyone who is interested in Canvas Artists' services should visit [www.canvasartists.com](http://www.canvasartists.com) or call, toll-free 1.800.257.6159.

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