

'Journals of a Lifetime' scoop prestigious US Best New Product Award at New York National Stationery Show

Submitted by: From You To Me Ltd

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British gift journal publisher 'from you to me' are celebrating their award success at the National Stationery Show (NSS) in New York. The Journals of a Lifetime (<http://www.fromyoutome.com/familygifts.html>) range has won Best New Product in the Desktop category at the Show. Following their success in the UK, with numerous prestigious awards*, and glowing product reviews in the UK trade and consumer press 'from you to me' are this week launching the US editions of their products at Booth 2147 at the NSS.

Journals of a Lifetime:

'BEST NEW PRODUCT' IN THE 'DESKTOP' CATEGORY AT NATIONAL STATIONERY SHOW 2012.

British designed, UK award-winning 'from you to me' Journals of a Lifetime (<http://www.fromyoutome.com/familygifts.html>) are made up of beautifully designed hard-back gift journals – the perfect gift for every loved-one. The range is made up of 9 titles: Dear Dad, Dear Mum, Dear Grandma, Dear Grandad, Dear Son, Dear Daughter, Dear Sister, Dear Brother, and Dear Friend.

Have you ever wondered what your Father was like as a child? Intrigued to know how your grand-parents met? These are questions that lead to precious answers – favourite childhood toys, first kiss, memories of teenage fun, experiences of school, becoming a parent, and family life.

Each 'Journal of a Lifetime' contains around 60 fun and inspiring questions carefully designed to encourage the recipient to share stories and experiences, helping to build family relationships and record memories that will be treasured forever. There's space to record personal stories, attach photographs and include touching mementos like movie tickets or postcards – a chance to discover amazing things about loved-ones. Once completed, the journal will be shared and treasured for generations to come. In a society where gifts are often disposable, a Journal of a Lifetime is a valuable keepsake that may be passed on through generations.

You may also create your own unique 'from you to me' Personalised Journal at www.fromyoutome.com.

Created by 'from you to me', award-winning gift journal publisher – gifts that touch lives and help preserve priceless memories and experiences.

PRODUCT INFORMATION

Journals of a Lifetime

- Designed & published in the UK • Foreign language rights available • RRP £12.25
- Interior 120gsm sustainably sourced uncoated paper • 207mm x 143mm • 128 pages • Cover: Case-bound hard back
- Features: Colour coordinated head and tail band with ribbon bookmark
- ISBN Dear Mum 978-1-907048-00-5; Dear Dad 978-1-907048-01-2; Dear Grandma 978-1-907048-02-9; Dear Grandad 978-1-907048-03-6.

- Available at gift and book shops and at www.fromyoutome.com

NOTES TO EDITORS

- Further information: contact Kerri Littlefield 07730 271528 kerri@fromyoutome.com
- For more information about the National Stationery Show please visit www.nationalstationeryshow.com (<http://www.nationalstationeryshow.com/>)
- Review copies of products are available. • Separate product information sheets are available. High resolution images are available at our Press pages (<http://www.fromyoutome.com/press.html>)
- More information about 'from you to me' products: www.fromyoutome.com (<http://www.fromyoutome.com/>).
- Meet Helen Stephens and Neil Coxon, Directors at 'from you to me', at the NSS Booth 2147.
- Award-winning 'from you to me' gift journals touch lives. They help to preserve priceless memories and experiences, across six countries and in eight different languages. The product ranges are made up of beautifully designed books for every loved-one, for those with special interests, and for many memorable occasions. Available at gift and book shops and at www.fromyoutome.com.
- The concept of 'from you to me' products was founded in 2007. Managing Director, Neil Coxon was caring for his terminally ill father when it struck him that there was so much that had been left unsaid and undiscovered about his father's life. Asking questions that you've never thought to ask, telling stories you've never had the chance to tell, as well as the cathartic nature of writing, all inspired Neil to create 'from you to me'.

*AWARDS

- Shortlisted for the Loved by Parents Awards 2012.
- Shortlisted for the UK Gift Association's Gift of the Year Award 2012.
- Silver Award from UK consumer website Bizziebaby 2011-12.
- Winner of the UK Gift Association's Gift of the Year Award 2008.
- Finalists for Best International Trader at the Mumpreneur UK Awards 2011.

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