



PRESS RELEASE – 4th FEBRUARY 2020 FOR IMMEDIATE RELEASE

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INNOVATIVE BOOKS RECEIVE ACCLAIM FROM THE GIFT INDUSTRY

FROM YOU TO ME are proud to have been presented with the prestigious **Gift Of The Year** award at the Spring Fair on Sunday evening in front of large audience of retailers and buyers.

They won the Cards & Wrap Category for their new range called **WOW! YOU'RE . . . BIRTHDAY BOOKS** by post.



These new innovative birthday books come with a decorated envelope so that these gifts can be easily posted and they will stand proudly as a birthday card or fit neatly on a bookshelf.

Having a birthday is always a big deal . . . so consumers can now send 'more than a card' with these wonderful books that are suitable to post as a birthday card. 'Numbear' and his pet bird are the main characters who, along with other unique animals and sea creatures, bring these creative, colourful books to life. With 28 pages full of fun facts and quirky information, they help every child to be even more excited about their birthday by getting them reading and involved in this story, discovering everything that is awesome about their new age.

These creative little books by post will remind someone that their birthday matters and shows that you care about them. They are a superb gift to read with any child or for them to share with friends and family.

Currently available for ages 1 up to 6.

Helen Stephens, Creative Director at **FROM YOU TO ME** commented "We are always looking to develop books that are both beautiful as well as valuable for the retailers and consumers so it was delightful to hear the feedback from the **Gift Of The Year** judges about what a special and unique keepsake the concept of books as cards make. Something to keep and not throw away."



“We are delighted to win Gift Of The Year again it is a real accolade for our team and our authors who work so hard to produce wonderful products,” said Neil Coxon, Managing Director at **FROM YOU TO ME**. “The Last time we won **Gift Of The Year** it also helped to boost sales significantly across the world and I am sure this win will be the same.”

Gift Of The Year is organised by the Giftware Association, the organisation that has been supporting suppliers and retailers in the Gift and Home industry since 1947, and the headline sponsors are the Spring Fair at the NEC, the largest UK Gift Show. Gift of the Year is a unique platform to showcase new and innovative products whilst raising the profile of forward-thinking companies.

#FORGETMENOTBOOKS

#FROMYOUTOME

#GIFTOFTHEYEAR2020

#SPRINGFAIR

#SRINGFAIR2020

#GIFTWAREASSOCIATION

#GIFTTRENDS

#GIFTS

PRODUCT INFORMATION: WOW! You're ... Birthday Books

- For more information and images please contact Neil
- Author: Lucy Tapper & Steve Wilson
- Illustrator: Lucy Tapper
- Imprint: **FORGET ME NOT BOOKS**
- RRP: £4.99 (no VAT)
- Interior: 120gsm sustainably sourced, acid free, coated paper • Landscape 150 x 150mm • 28 pages
- Cover: Stitched firm board soft back
- Features: Full colour illustrations with colour coordinated endpapers
- Rights: Foreign language rights available
- ISBN:
 - o One - 978-1-907860-46-1
 - o Two - 978-1-907860-49-2
 - o Three - 978-1-907860-42-3
 - o Four - 978-1-907860-45-4
 - o Five - 978-1-907860-48-5
 - o Six - 978-1-907860-41-6
- Available at: **WWW.FROMYOUTOME.COM** and gift and book shops.
- Launch date: August 2019



NOTES TO EDITORS:

From You To Me is the authentic creator of beautiful and emotive gift books and journals.

Gifts to celebrate special occasions, inspire people to reflect on, capture and share priceless memories and stories, create cherished moments and bring people closer.

They are a family-run company with family at the heart of everything they do. They deliver innovative thoughtful quality gifts that are loved and shared by families and friends everywhere as well as brilliant caring customer service.

Many of the products can be personalised to create a truly unique and individual gift.

All the products can be discovered under their two imprints:

Journals of a Lifetime® ... Inspiring generations to explore and share special moments and memories, capturing handwritten stories from every step of life to be treasured forever.



Forget Me Not Books® ... Unforgettable and entertaining colour illustrated books for adults and children of all ages to explore and read time and time again.



Creating & Capturing Cherished Moments. Enriching Lives.

- Twitter: **@FROMYOUTOME**
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- Review copies are available.
- A separate detailed product information sheet is available.
- More information about '**FROM YOU TO ME**' products including imprints **JOURNALS OF A LIFETIME** and **FORGET ME NOT BOOKS** please visit WWW.FROMYOUTOME.COM

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