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New Fenton-Based Business Taps Growing Scrapbooking Market

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Read our press release about Great! Scrapbook Events!

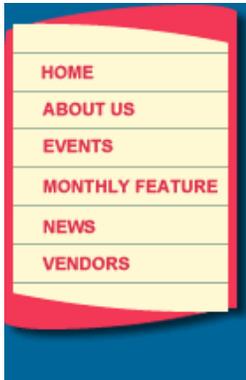
FENTON, MI (February 17, 2006) Capitalizing on the increasing popularity of the growing scrapbooking industry, a new business venture, Great! Scrapbook Events, was launched recently. The Fenton-based company organizes scrapbook events for attendance by the general public.

Scrapbooking, a growing hobby among U.S. households, is the third most popular craft in the nation, according to the Craft & Hobby Association. Almost one in four, or 24.5 percent of U.S. households, participate in scrapbooking for a total of over 26 million households and 32.1 million scrapbookers, according to Creating Keepsakes and Craftrends, a trade publication that covers the scrapbooking industry.

Tapping into that market, Great! Scrapbook Events plans, organizes and implements scrapbook events in communities throughout Michigan. The company brings together all the key ingredients for a successful scrapbooking extravaganza including scrapbookers of all skill levels and an interesting mix of scrapbook vendors. It also provides the tools and equipment used in scrapbooking, as well as a roomy, comfortable and well-lit workspace for cropping. Other amenities offered at the events include a variety of scrapbooking classes, food and beverage, complimentary door prizes, and one-stop shopping. A large selection of scrapbook products and supplies is available for purchase during the events. Vendors are carefully selected to avoid product duplication.

All Great! Scrapbook Events are open to the public. Scrapbookers pay an admittance fee to attend. Events typically last one or two days and are held in hotels, conference centers and schools throughout Michigan.

The next Great! Scrapbook Event is schedule for March 10-11 in St. Clair Shores at the Barrister House. A portion of the proceeds from this event will benefit the National Breast Cancer Foundation. To register, or for information about other upcoming Great! Scrapbook Events dates, visit the website www.greatscrapbookevents.com or contact (810) 287-7711



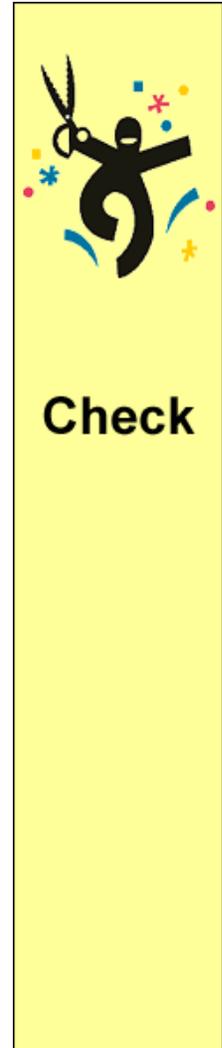
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