



Created by Survivors for Survivors.

Press Release:

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KIMO KARDS™ STORY BROADCAST LIVE FROM TIMES SQUARE

New York City, Saturday May 3, 2008. No one could have predicted the success of cancer recovery greeting card company, Kimo Kards™ in just a few short months but co-founders and survivors, Joy Kramer and Debbie Trujillo, who shared a common vision.

Entertainment Industry Foundation spokesperson, Danielle Monaro from the Z100 “Zoo” spoke with Debbie live in Times Square, New York on Saturday, May 3rd at the start of the 11th Annual EIF Revlon Run/Walk for Women. Over 35,000 participants gathered at the starting line to listen as she spoke about the need for friends and family to send the right messages of support for those undergoing chemotherapy and related cancer treatments.

“Our inspiration for Kimo Kards™ came from traveling that road earlier” said Debbie Trujillo, a 3-year breast cancer survivor, as she was broadcast from the 3 massive video screens above Times Square. “We both received lots of cards of support and encouragement during our respective battles, but none of those cards spoke directly about cancer or addressed what we were really feeling.”

Kimo Kards™, which recently announced the addition of several new retail outlets in the northeast, was also giving away their cards at the survivor celebration and health expo in Central Park, later that same day. One of their line of 13 cards for men, women & children was chosen by Rehage Entertainment, EIF Revlon Run/Walk producers, to enclose the official survivor photo for the event.

“We’re honored to be able to give back for the cause and blessed to have our health again to inspire others” said co-founder, Joy Kramer, a 2-year lymphoma survivor. “It’s all good.”

For more information, please contact either Debbie Trujillo at (813) 966-2520 or Joy Kramer at (404) 274-0068, or you can visit their web site at www.KimoKards.com.

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