



Created by Survivors for Survivors.

**Press Release:**

**For Immediate Release**

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**CANCER SURVIVORS LAUNCH KIMO KARDS, A NEW LINE OF CANCER RECOVERY GREETING CARDS.**

Atlanta, Georgia -- Joy Kramer and Debbie Trujillo, both two-year cancer survivors, have announced the creation of a new line of greeting cards dedicated to cancer recovery. Kimo Kards™ will be available for purchase from boutiques in cancer centers nation-wide and limited specialty shops.

According to co-owner Joy Kramer, the Kimo Kards™ line fills the void left by “Get Well Soon” sentiments, which just are not realistic for those battling a long-term illness. She explains, “After being on the receiving end of many well-intentioned cards that suggested I’d be back on my feet in a week, I realized there was a dire need for greeting cards which recognize the seriousness of cancer but still offer the hope of recovery.”

Debbie Trujillo, co-owner, adds, “Thanks to treatment advances, the number of people surviving cancer is increasing, but it is still a difficult battle. Patients suffer through treatment for months at a time, and words often fail family and friends.” The Kimo Kards™ line offers just the right words, whether religious or humorous, and they are composed to appeal to survivors of many different types of cancer.

The Kimo Kards™ motto is “Created by Survivors for Survivors” and a portion of the proceeds from each card purchased is donated to national charities devoted to the prevention and treatment of cancer.

Joy Kramer, of Smyrna, Georgia, is a two-year survivor of a rare form of lymphoma and kidney disease. She has chosen to support the International Waldenstrom's Macroglobulinemia Foundation. Debbie Trujillo, of Tampa, was diagnosed with breast cancer in November of 2004. She has chosen to donate a portion of her profits to the Susan G. Komen Foundation.

Every aspect of the production of these cards has been carefully selected, with touching photos, sentiments unique to the cancer patient, and high-gloss, UV coating on bright porcelain stock.

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](http://www.KimoKards.com).