

FOR IMMEDIATE RELEASE:

GAMA-GO and Hello!Lucky Collaborate on Fundraising Poster for Japan Disaster Relief

San Francisco, California - March 22, 2011 - Giftware Design Company GAMA-GO and Specialty Letterpress Stationer Hello!Lucky are pleased to announce a limited-edition collaborative print for Japan Disaster Relief.

Fifty signed and numbered 15" x 20" letterpress posters entitled "Japand-Aid" will be available for purchase this Wednesday for \$50 apiece. All \$50 of the print's purchase price will go directly to the Japanese Red Cross.

GAMA-GO founder and Creative Director, Greg Long, conceived of the iconic Japand-Aid design last week and immediately turned to fellow San Francisco SoMa letterpress studio, Hello!Lucky, for execution of the design.

"All of us at GAMA-GO have been gripped by the horrific images of the unfolding Japanese disaster. We wanted to quickly and directly support people affected by this series of catastrophes." Says Greg Long, "with the tremendous skill and attention of Hello!Lucky's staff we were able to rapidly produce a terrific piece of art from the design we created at GAMA-GO."

Hello Lucky has generously donated their time and labor to the project. In addition to the design, GAMA-GO is donating materials, fulfillment, and free domestic shipping. The purchasers of this stunning print will know that 100% of their \$50 donation will go directly and immediately to the people of Japan.

"We're glad to be collaborating with GAMA-GO to make a modest contribution to the disaster-relief effort -- our hearts and hopes go out to the people and families who have been affected," said Sabrina Moyle, Hello!Lucky co-founder.

45 posters will be available for purchase at 1pm PST Wednesday, March 23rd on GAMA-GO's web site: www.gama-go.com

5 posters will be available for purchase at 1pm PST Wednesday, March 23rd at Hello Lucky's SoMa store 977 Howard St. San Francisco.

Further information and photos of the print and of the design and printing process are available at: <http://www.gama-go.com/blog/japanese-relief-print?Click=>

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About GAMA-GO

Clever, practical and original is the motto at this fast-paced San Francisco design company. Guided by founders, Greg Long and Chris Edmundson, 2011 marks GAMA-GO's celebratory ten-year anniversary. A decade of designing has produced such industry-hits as The Flipper Guitar Spatula, The Buddha Butter Dish, and the Screwnicorn bottle opener. Learn more about our company, our products and our team at www.gama-go.com.

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About Hello Lucky

Hello!Lucky, based in San Francisco and London is a specialty design and letterpress studio creating vintage-inspired, artisan-printed wedding invitations, birth announcements, greeting cards, and stationery. Launched in 2003 by sisters Eunice and Sabrina Moyle, Hello!Lucky is available in shops and specialty outlets worldwide and online at www.hellolucky.com and in the UK at www.hellolucky.co.uk.

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