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APEX ARTIST LAURA KELLY JOINS THE 2010 SHARPIE SQUAD

Kelly is One of 20 Artists/Bloggers to Join This Prestigious Group of Brand Ambassadors Who Will Inspire America to 'Uncap What's Inside'™

APEX, N.C., April 22, 2010 – Sharpie® has chosen 20 of its most passionate fans to join its 2010 [Sharpie® Squad](#), an exclusive group of artists and bloggers who serve as vocal brand ambassadors, sharing their enthusiasm, creativity and unbridled passion for all things Sharpie. Apex Artist Laura Kelly, owner and creator of Laura Kelly Designs, is one of the 20.

Sharpie markers, once considered a utilitarian labeling tool, has evolved into an instrument of creative self-expression. In the process, a new generation of Sharpie fans – artists, moms, teens and more – has surfaced. These legions of loyal users not only profess their “Sharpie love” via social media channels, but push the boundaries of what can be created with a Sharpie marker.

In 2010, Sharpie Squad members such as Kelly will be tweeting, blogging and sharing their out-of-the-box – and sometimes out of this world – ideas on what is possible with a Sharpie marker. In return, Sharpie will keep them up-to-date with new product news and shipments, virtual meetings with the Sharpie brand team, behind-the-scenes sneak peeks into the Sharpie brand’s Chicago-area headquarters – and all while shining Sharpie’s social media light on each of the Squad members with in-depth blog posts, Tweets, Facebook postings and more.

A Gathering of Creative Gurus

In its second year, the [Sharpie® Squad](#) aims to inspire Americans to “uncap what’s inside” by showcasing the inventive and inspiring ideas of some of Sharpie’s most passionate fans – from frugal yet trendy home décor and fashion finds, to eye-popping art created on unique surfaces including Styrofoam coffee cups, brown paper lunch bags – even a BMW car.

“Our Sharpie Squad members have shown us endless creative possibilities with our products,” said Susan Wassel, social media manager for Sharpie. “We’re excited to add new artists and bloggers to our team and know they will help us inspire more people to turn the ordinary into the extraordinary with Sharpie.”

Meet the 2010 Sharpie Squad

The Sharpie Squad members are comprised of influential bloggers and artists including:

Derek Benson	Lunch Bag Art
Cheeming Boey	I Am Boey
Alex Poli	Man One
Travis Todd	Travis Todd's BMW
Mark Rivard	Rivard Art
Jon E. Nimetz	Super Fine Art
Laura Kelly	Laura Kelly Designs
Hanna Agar	Hanna Agar
Linda Ellet	L'esperance
Linsey Knerl	Lille Punkin Review
Kristin Lesney	Our Ordinary Life
Tali Buchler	Growing Up Creative
Heather Batts	The Domestic Diva
Laura Sweet	If It's Hip It's Here
Corine Ingrassia	Complicated Mama
Erica Domesek	P.S. - I made this...
Allison Whitmore	One Pearl Button
Lauri Harrison	Mom-to-be-Depot
Erin Moore	Things Moms Like
Debbie Bookstaber	Mamanista

Uncap What's Inside

To catch up on the Squad's latest creative Sharpie endeavors and meet the members, visit www.sharpieuncapped.com, where Sharpie fans and everyday artists around the globe come to uncap their imagination. Sharpie's online creative hub offers an interactive community where people can seek and share ideas, inspirations and tips using Sharpie markers. Visitors are encouraged to submit images and videos of their Sharpie creations then share them with friends. Each month, Sharpie will select the most inspiring creations to be featured in the showcase section of the Sharpie Uncapped gallery. The site also includes a feature called Web Ink where visitors can virtually interact with Sharpie products to create their own Sharpie art.

Sharpie's other social media sites include the Sharpie blog (<http://blog.sharpie.com>), Facebook page (<http://www.facebook.com/Sharpie>), YouTube channel (<http://www.youtube.com/SharpieUS>) and Twitter handle www.twitter.com/sharpiesusan.

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ABOUT SHARPIE®

For 46 years, Sharpie has been the popular brand of permanent marker associated with the autograph experience. Newell Rubbermaid Office Products, maker of Sharpie® markers, is a worldwide leader in the manufacturing and marketing of writing instruments, art products and office organization and technology products, including such well-known brands as Paper Mate®, Sharpie®, DYMO® Parker®, Waterman®, EXPO®, uni-ball®, and Rolodex®, among others. Visit www.sharpie.com for more information.

About Laura Kelly Designs

Laura Kelly's bold and whimsical art is widely recognizable by its mixed-matched usage of vibrant colors, patterns and themes. Her designs are licensed to companies around the country and are available on a plethora of products. Locally, Kelly partners in art with Kidzpiks (<http://www.kidzpiks.com>), Triangle TRACKS (<http://www.triangletracks.com>) and Charlotte TRACKS (<http://www.charlottetracks.com>). For more information, please contact her at (919) 303-2101 or visit her online at <http://www.laurakellydesigns.com>.

