

03/06/08 FOR IMMEDIATE RELEASE

**MyRight2Write.com:** *The Write Thing to Do!*

With the launch of MyRight2Write.com, and in the midst of an unprecedented global D.I.Y. crafts zeitgeist, three DC Metro-Area graphic designers have poured heart, soul, and talent into creating irresistibly hip products with the potential to make a big impact on local school children this fall. MyRight2Write.com sells handmade blank journals crafted from old-fashioned marble-covered composition books and for each book sold, the parent company, designfarm, donates an unadorned composition book to a needy local school. Because, as the company's tagline states: *Kids have the right to write!*

Jodi Bloom, principal of designfarm and published fiction writer says that the project was conceived during a series of Friday staff meetings focusing on design with a capital D. "Discussions of issues bigger than typography or grids..." she explains, "things like how designfarm might better fulfill on its own tagline: Uncommon Solutions for the Common Good." Bloom, a veteran of online marketing, guided her small staff from concept through site-launch in just under 3 months. "We were so excited about MyRight2Write," she says, "it was all we could think and talk about. The project made coming to work every day joyous and playful. For me personally, it wrapped everything I'm about into one neat package—design, writing, creativity, and kids."

The journals themselves are truly GR8 (that's *great* to you) and, priced at around \$10 each they make social action accessible and fun. First, there's the unmistakable size, shape, and feel of not just *any* composition book, but *the* black & white marbled composition book... with its hard cover, rounded corners, and black binding tape, inside of which customers will still find a place to write their Name, Address and Class Schedule as well as Useful Information such as metric conversion and multiplication tables. Then there's the front and back—in the **(Not So) Plain Jane** series the journals are covered with vibrant floral, striped, and patterned recycled wallpaper samples the team scored on Ebay, making each book one of a kind. The **Monsters** series features simpler wallpapers with hand-stenciled goggle-eyed creatures and text message acronyms such as BRB and CYA (Be Right Back and See You). Additional styles are in development along with t-shirts and other products. But the designers agree, the composition books make the best raw material... nostalgic, inspiring, and begging for alteration.

"Most of designfarm's daily client work comes from DC institutions, associations and museums, requiring use of sophisticated computer technology," Bloom, who turned 50 last year says. "On MyRight2Write days, we're artists and crafts people. It's like we're back in school again... you know, making stuff with our hands, getting messy, having fun. Donating school supplies to kids is truly icing on an already delicious cake."

The project continues to provide endless challenges, with built-in technical, business, marketing, and creative problems to solve. "Even informal focus-group tests were conducted," Bloom smiles. Her 5th grade daughter has pronounced the journals "kewl."

**BUY ONE GIVE ONE**

