

**FOR IMMEDIATE RELEASE**

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## INTRODUCING *LIFELINES*: IMAGINATIVE OFFICE ACCESSORIES WITH MOTIVATIONAL MESSAGES

**Itasca, Illinois (July 14, 2010)** – Created by Enesco’s team of in-house artists, the new *Lifelines* collection is a completely fresh, new approach to everyday office accessories. The line combines motivational messages with abstract human figures representing teamwork, achievement and other aspects of success. In addition to fully functional desk tools such as a tape dispenser, pen and business card holder, picture frames and mugs, there are plaques and a unique line of kinetic sculptures on a spherical base, designed so that they always return to their upright position.

NOTE TO EDITORS: High-resolution digital images are available from Enesco.

### *Lifelines* Desk Accessories

#### **Business Card Holder**

Message: “Some people *dream* of success while others wake up and *work hard* at it”  
SRP \$15.00  
5.5”H



#### **Pen Holder**

Message: “Every job is a *self portrait* of the person who does it. Autograph your work with *excellence*.”  
SRP \$15.00  
5.5”H



#### **Tape Dispenser**

Message: “*Teamwork* divides the task and multiplies the success.”  
SRP \$20.00  
7.5”L x 4.25”W x 3.75”H



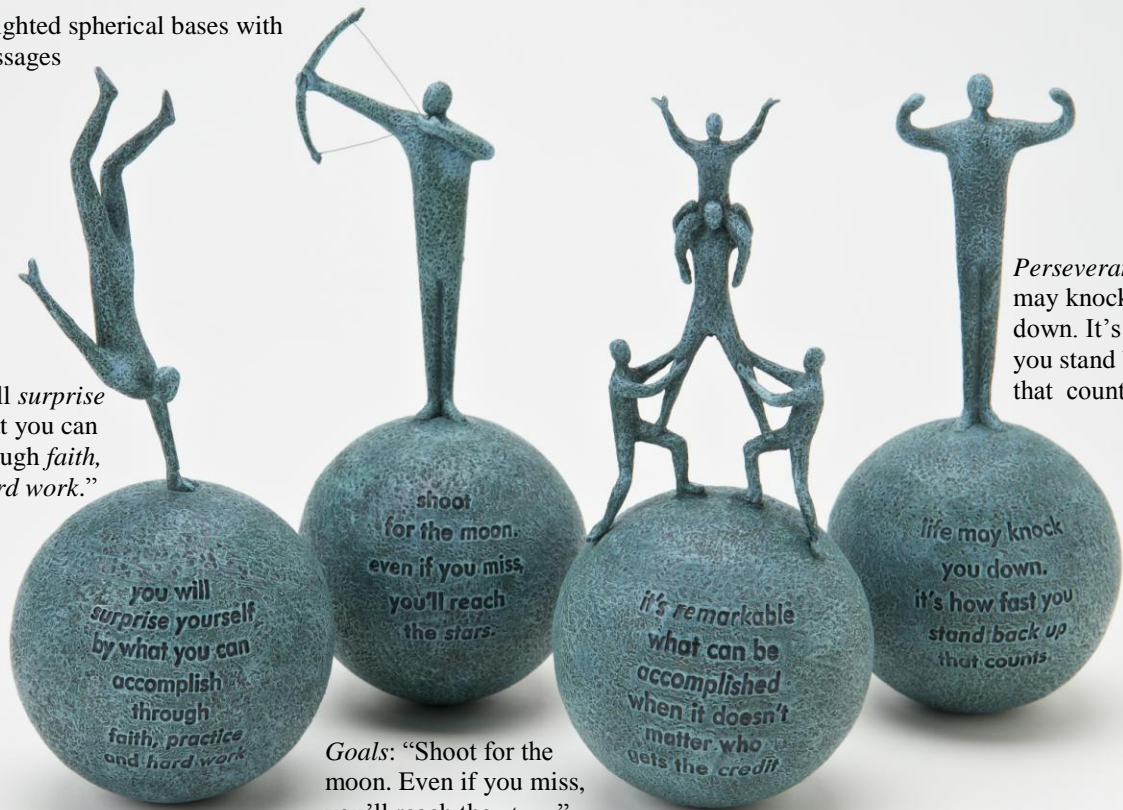
#### **Paper Clip Dispenser (Magnetic)**

Message: “*Luck* is the byproduct of careful planning, hard work and endless effort.”  
SRP \$15.00  
5.5”H

**Lifelines Kinetic Sculptures**

Self-righting weighted spherical bases with inspirational messages  
SRP \$30.00  
6" to 7"H

*Effort: "You will surprise yourself by what you can accomplish through faith, practice and hard work."*

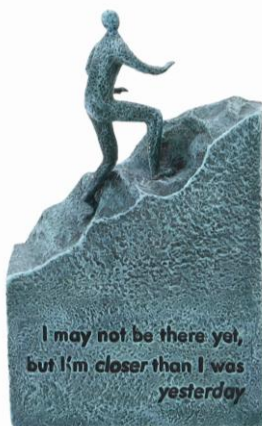


*Goals: "Shoot for the moon. Even if you miss, you'll reach the stars."*

*Teamwork: "It's remarkable what can be accomplished when it doesn't matter who gets the credit."*

*Perseverance: "Life may knock you down. It's how fast you stand back up that counts."*

**Lifelines Accessories**

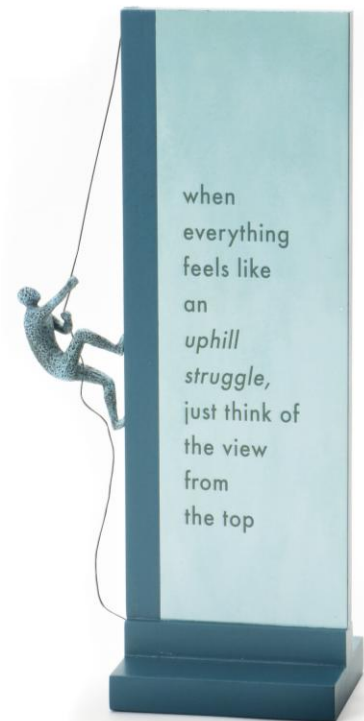


**"Encouragement" Figure**  
Message: "I may not be there yet, but I'm closer than I was yesterday."

SRP \$14.00  
4.75"H



**"Persistence" Figure**  
Message: "Work every day as if your dreams depended on it."  
SRP \$14.00  
4.75"H



**"Perseverance" Plaque**  
Message: "When everything feels like an uphill struggle, just think of the view from the top."  
SRP \$20.00  
9"H

**Lifelines Mugs & Frames**

13 oz. Stoneware mugs are dishwasher and microwave safe.  
SRP \$11 each



“We can’t change the direction of the wind, but we *can change* the sail.”



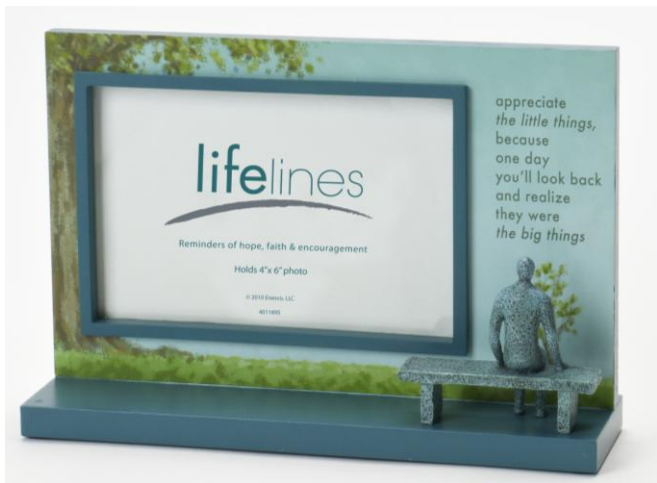
“Appreciate the *little things*, because one day you’ll look back and realize they were the *big things*.”



“Friendship isn’t a big thing. It’s a million *little things*.”



“Your *attitude* determines your *altitude*.”



Frame: “Appreciate *the little things*, because one day you’ll look back and realize they were *the big things*.”  
SRP \$20.00  
7.5”L x 5.5” H



Frame: “Every day may not be great, but there’s *something great* in *every day*.”  
SRP \$20.00  
6.625”L x 6.375” H



Double Photo Frame: “Friendship isn’t a big thing. It’s a *million little things*.”  
SRP \$25.00  
9”L x 2.5” H