

# Press Release

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## **LONG AWAITED LINE OF GREETING CARDS FILL VOID IN GREETING CARD INDUSTRY A SPECIAL NICHE FOR INMATES & THOSE WHO COMMUNICATE WITH THEM**

Los Angeles, California, July 12, 2007—Three Squares Greetings, a newly formed Los Angeles based company that designs greeting cards with very special and specific sentiments "For Those Who Can't Come Home" because they are in custody in penal institutions, has just announced its new lines of greeting cards. The company acknowledges inmates and their situation with each card, thereby filling an industry void with a long awaited line of greeting cards, carving out a niche for inmates and those who communicate with them.

Three Squares Greetings offers two separate lines of greeting cards – one line of cards for the family and friends of inmates to send to them on the inside. The other line of greeting cards is for those who are incarcerated to send out to their relatives or friends on the outside. Both lines of greeting cards have special and appropriate messages that do not ignore the realities of incarceration. Consequently, Three Squares Greetings was born.

Company Founder and CEO Attorney Terrye L. Cheathem, asserts, “At Three Squares Greetings, we know that it has been impossible to find greeting cards that express difficult, sensitive, and sometimes mixed feelings to loved ones and friends who find themselves entrenched in the criminal justice system. For this reason, we have dedicated ourselves to creating a vast array of greeting cards for birthdays, holidays, and other events in the lives of those who just can’t come home. We are providing an option for inmates and those who love and communicate with them (their mother, father, grandparents, wife, husband, girlfriend, boyfriend, child, relative, minister, or friends) to send greeting cards with specific and special messages that empathize and synchronize with the incarceration. With sentiments such as, “Thanks for coming to court...” or “Thanks for bringing the kids to see me...all I really have to look forward to is seeing you and the kids...” as well as, “Sorry about your arrest...” “Money on your books...” “Haven’t forgotten about you...” “Keep your head up...” and, “Praying for you...” I believe that our cards can satisfy what they have been looking for in terms of a personalized greeting card that is truly reflective of their situation.”

Cheathem founded the greeting card company as a result of not being able to find a suitable birthday card for a relative who was in custody. Dismayed, she left store after store without an appropriate greeting card to send. She also recalled her observations of the anguish suffered by family members of those in custody. They longed for a greeting card that did not ignore the realities of incarceration, acknowledging the circumstances, and conveying heartfelt sentiments.

So, Terrye decided to carve out a niche in the greeting card industry, by creating and publishing a unique line of greeting cards designed specifically to serve this population throughout the world.

Regarding Three Squares Greetings, Terrye further voiced, “We know there are few words to express thoughts and feelings when a family member, close friend, or the child of a close friend is arrested. Our mission at Three Squares Greetings is to make it easier for you to communicate with those loved ones. Three Squares Greetings does not ignore the reality of those facing the criminal justice system. We recognize that when our loved ones are locked away, we still love them, miss them, and think about them. We appreciate and realize how emotional it is to see a loved one in court during various court proceedings. Furthermore, we understand that our parents, children, brothers, sisters, spouses, other relatives and friends continue to be our relatives and friends, even when they can’t come home because they are in custody. An arrest or conviction doesn’t change our feelings, because we love them no matter what. This is what Three Squares Greetings says; this is what it’s about. It is in this way that I am thrilled to present Three Squares Greeting cards and hope they are appreciated by all.”

Inmates are indeed pleased and thankful for Three Squares Greetings greeting cards. One inmate at Mule Creek State Penitentiary in Ione, California avowed, “Now, thanks to Three Squares Greetings, we inmates have more options when sending greeting cards.”

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