

FOR IMMEDIATE RELEASE

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HANDCRAFTED CELEBRITY THE CRAFTY CHICA, KATHY CANO-MURILLO TO BE FEATURED AT THE CALIFORNIA GIFT SHOW® Friday, January 21, 2011

Los Angeles, CA (January 6, 2011) –The California Gift Show® is pleased to feature the Crafty Chica, artist and author Kathy Cano-Murillo, at the January Market on Friday, January 21 – Monday, January 24, 2011. Cano-Murillo produces her own handcrafted product line, designs a craft product line, is a veteran writer of craft books and series of novels, and is the creator of the enormously popular and award-winning craftychica.com website.

Cano-Murillo and her Crafty Chica street team will be at her L.A. Mart booth, writing orders and offering market attendees the whole Crafty Chica experience. Cano-Murillo and her team will also conduct exciting and informative Make & Take sessions at the Los Angeles Convention Center and will chat with show attendees as they create fun and crafty take-home gifts, Friday, January 21 – Monday, January 24, 2011. Additionally, on Friday, January 21 from 6pm-8pm, Cano-Murillo will be signing and giving away **75 free** copies of her first novel, *Waking Up in the Land of Glitter*, in the Beckman's West Temporaries section on the second floor of the L.A. Mart.

"Kathy got her art career start at the California Gift Show and we are so excited to have her return to the show. She is a celebrity in the handcrafted world and we are thrilled to offer buyers access to such an innovative resource," said Peggy Coleman, vice president marketing, L.A. Mart and California Gift Show.

Author and artist, Kathy Cano-Murillo is a native Phoenician and the founder of the award-winning web site, CraftyChica.com. She has been making, selling, and teaching her "Chicano Pop Art" crafts since 1990. Her designs have been carried by Target, Bloomingdales, Hallmark, Michaels as well as hundreds of indie boutiques across the country. She has her own craft product line with iLoveToCreate, has been featured in The New York Times, USA Today and on Lifetime TV, HGTV and DIY Network. A former newspaper craft columnist for the *The Arizona Republic*, Kathy has authored seven craft books including *Crafty Chica's Guide to Artful Sewing* (Potter Craft), and just debuted as a novelist with *Waking Up in the Land of Glitter* (Grand Central Publishing). Kathy is currently writing her third novel and designing new products for her art line.

CALIFORNIA GIFT SHOW HOURS:

L.A. MART

Friday, January 21 – SHOP LATE NIGHT!

Showrooms: 9a.m. – 8p.m., Temporaries and Beckman's™ West: 9a.m. – 8p.m.

Friday, January 21 – Monday, January 24

Temporaries and Beckman's™ West: 9a.m. – 6p.m.

LOS ANGELES CONVENTION CENTER

Friday, January 21-Sunday, January 23

Temporaries: 9a.m.-6p.m.

Monday, January 24

Temporaries: 9a.m. – 4p.m.

LOCATION:

LOS ANGELES CONVENTION CENTER

1201 South Figueroa St. Los Angeles, CA 90015

South and Kentia Halls

L.A. MART

1933 S. Broadway, Los Angeles, CA 90007

For more information on The California Gift Show, please visit www.californiagiftshow.com.

L.A. Mart® is a registered trademark of MMPI. **The California Gift Show®** is a registered trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI. L.A. Mart is home to nearly 200 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show Temporaries feature over 850 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries at L.A. Mart and Los Angeles Convention Center making the California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit www.californiagiftshow.com or www.lamart.com.

MMPI is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

Vornado Realty Trust, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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