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**AS ETHNIC DIVERSITY EXPANDS IN THE U.S.,
SO, TOO, DOES ETHNIC PRIDE**

FIRST-OF-ITS-KIND OFFERING HELPS AMERICANS SHARE CULTURAL HERITAGE

Chicago, Ill., September 17, 2008 – According to a U.S. Census Bureau report (August 14, 2008), America will be even more racially and ethnically diverse by 2042, with the Hispanic population nearly tripling to more than 132 million and the Asian population climbing from 15 to 41 million. With the growth of a diverse ethnic landscape comes the blending of cultural traditions; and for many native- and foreign-born Americans of different ethnicities, preserving and passing down their own cultural heritage is deeply important. Holiday gift-giving occasions provide a perfect opportunity to celebrate ethnic pride and share cherished holiday and family traditions. Newly-launched Global Gift Wrap is the first company to make high-quality gift wrap with unique, culturally-relevant designs available nationwide to consumers.

Global Gift Wrap is initially introducing more than 25 designs celebrating Asian, Latino, Indian, and Irish heritage. Designs were inspired by people's strong desire to continue their cultural customs, with the package itself reflecting adoption of the U.S. tradition of gift-giving and the general spirit of the occasion. Leading ethnic organizations contributed consultation to ensure cultural authenticity, relevance and visual-appeal, and each one-of-a-kind ethnic design was created by a graphic artist of the same cultural heritage. Printed on the

reverse side of each sheet are educational lessons about the design's significance to that culture and festivity. With each gift that's opened, diversity of cultures is shared among family and friends. Beautiful, high quality paper mark popular ethnic occasions, including Chinese New Year, quinceanera, confirmation, good fortune, St. Patrick's Day and weddings.

"Next year, an estimated 400,000 Latina women in the U.S. will turn 15 years old and many of them, along with their families and friends, will celebrate with a quinceañera," said Juan Guillermo Tornoe, marketing expert and executive vice president of Hispanic Trending. "We would expect that gifts adorned with custom-created wrapping paper would only further signify the importance of this graceful rite of passage."

This October, people of Indian heritage all over the globe will celebrate Diwali, known as the "Festival of Light," where lights or lamps signify victory of good over evil in each human being. Global Gift Wrap captures the symbolism of light in its new and unique Diwali gift wrap design. Diwali Rangoli Metallic is symbolic of the festival of lights--- terra cotta earthen oil lamps glow over delicate "rangoli" designs made with colorful rice flour.

In December, American- and foreign-born Irish, Chinese and Latinos will prepare for the Christmas season and its gift exchange traditions. Blending modern design elements with classic images, Global Gift Wrap captures the essence of cultural identity:

- Celtic Snowstorm: winter "snowflakes" are fashioned from traditional Celtic crosses, representing faith and Christianity.
- "Feliz Navidad" paired with Brilliant Poinsettia: decorated with vibrant colors and the poinsettia, which originated in Latin America and is now used in Christmas celebrations around the globe.
- Chinese Christmas: Chinese characters and English "Merry Christmas" blend with modern snowflake designs. According to Fenggang Yang, PhD, director of the Center on Religion and Chinese Society at Purdue University and author of *Chinese Christians in America: Conversion, Assimilation, and Adhesive Identities*, as many as 30 percent of

Chinese Americans celebrate the birth of Christ. The red and gold colors symbolize happiness, luck and joy in the Chinese culture.

“Global Gift Wrap's rendition of Chinese style gift wraps is such a fun and interesting way to mix eastern and western concepts,” said Z.J.Tong, president of Chicago Chinese Cultural Institute, Inc. “It’s a unique, artistic way to preserve and share traditions.”

Aparna Huprikar, company co-founder and a mother of Indian descent, said, “Teaching my kids the significance of our culture and family heritage is what spurred the creation of Global Gift Wrap. I want my children to grow up cherishing our cultural traditions, yet understanding and appreciating traditions of other ethnic groups.”

Global Gift Wrap’s unique designs are printed on 25” x 38” oversized sheets of high-quality paper. Each sheet of gift wrap costs \$2.50 plus shipping and can be delivered to consumers in the U.S. and abroad. The company plans to expand its offerings to include designs from other European and Asian cultures as well as paper goods for a variety of celebrations and occasions. To order gift wrap, visit www.globalgiftwrap.com.

About Global Gift Wrap

Founded in 2007 by two Chicago suburban neighbors---one Indian; one Irish---Global Gift Wrap provides a way to celebrate ethnic pride and share traditions through its culturally relevant gift wrap. Choose from more than 25 one-of-a-kind designs for holidays and occasions celebrated by Americans of many cultural and ethnic backgrounds. For additional information, product samples or interviews, please call Megan Meier at 312-339-2621.

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