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FOR IMMEDIATE RELEASE

Quilt Artist/Teacher Launches New Company

Houston, TX – October 10, 2009 – Sharing is what Lesley Riley does. Her style is instantly recognizable in her quilts, fabric books and line of small fabric collages known as *Fragments*, which combine her three passions: fabric, photos and text. An internationally known teacher, author and frequent article writer for quilt publications, Lesley Riley freely divulges her methods, techniques and secrets to success. In an attempt to reach a wider audience, both online and face-to-face, Lesley has turned herself into a business, Lesley Riley - fabric•ologie, *The Art of Photos on Fabric*.

“I chose Quilt Market and Festival as the official launch of my business because it feels like home and who better to share your vision with than family? My connection with Karey Bresenhan (founder of Quilts, Inc) goes back to 1972. Although we didn’t officially meet until 2002, she has been my unknowing mentor and inspired me throughout my journey”

The decision to become a company was the result of finding a product that was too good to keep to herself. TAP™ or Transfer Artist Paper, is the state-of-the-art iron-on photo transfer paper for inkjet printers. After years of using every method available, Lesley feels that TAP™ is the best product on the market, and she’s willing to stake her name on it. Considered an authority on transferring photos to fabric, Riley wants to reach a wider audience. “There are so many quilters and crafters that want to create a memory with fabric. TAP™ is the answer. I know how much love and attention goes into creating a memory quilt or book, even a personalized shirt or pillow. You want to know that the image you put on fabric will withstand the effects of use and time.”

Award winning quilter and author of *Digital Essentials: The Quilt Makers Must Have Guide to Images, Files and More*, Gloria Hansen, agrees, “Yes, there are plenty of other methods for creating transfers, but if you're looking to quickly produce a rich, clear transferred image, TAP™ is the product you need. Rather than wasting time with multiple transfers with the hope of a good result, TAP™ will help you get an excellent transfer the first time you use it.”

“I doubt I’ll ever have a brick & mortar store,” says Lesley, “but you’ll always find me at the Quilts, Inc. shows, and online of course at LesleyRiley.com.

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