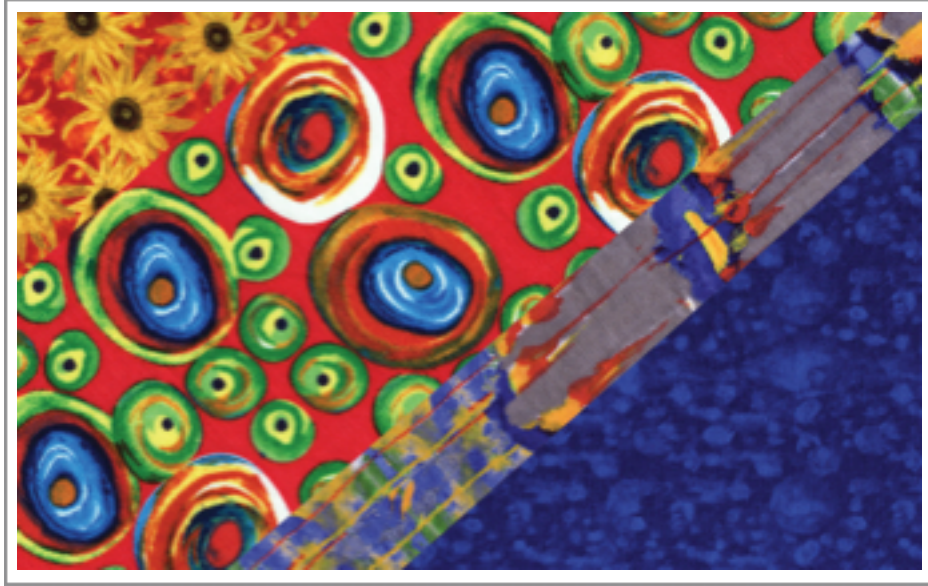


“April Showers Bring Sunflowers” Weaves a Beautiful World



Art of Possibility® Studios & Westminster Fibers create another breakthrough fabric collection expressing the beauty of creativity, community, and compassion through commerce.

SANTA CLARA, CA, April 6, 2010 – Continuing its powerhouse pioneering alliance, Art of Possibility® Studios and FreeSpirit® Fabric will launch the second fabric collection by blind visual artists expanding the success of the “Wise Tree” collection released last autumn.

The Fabric:

This vibrant 13-piece fabric collection debuts at the International Quilt Market Show in Minneapolis, MN on May 21, 2010. The fine art images forming the core of the collection are by two nationally recognized blind painters, both Art of Possibility artists. The collection is designed to springboard the creative imagination of home sewing fans, designers, decorators, crafters and quilters.

Reflecting the seasons of nature, of life, and of the economy, first the rains fall and then the flowers blossom. “The timing of our economic climate helped us choose this theme for our spring 2010 collection,” notes Joyce Robertson, General Manager of Westminster Fibers’ Lifestyle Fabrics Division. “We wanted a line with both depth and beauty, and ‘April Showers Bring Sunflowers’ captured the mood and counterbalanced optimism of our times.”

The Concept:

“Beauty isn’t just how stuff looks, it’s a philosophy,” notes Art of Possibility founder and co-creator of the collection Ketra Oberlander. “Everyone deserves beauty; it’s core to our humanity.” Oberlander believes that creating the opportunity for all people to participate as earners in society, despite disability, foments beauty “from the inside out” and sees the eager acceptance of the fabric collections as a manifestation of individuals exercising their thoughtful desire to support a world of inclusion and compassion. “Besides,” she adds, “the exuberance of the fabrics brings people pure joy.”

“Our customers demand the best, and we are making sure that they receive it,” adds Joyce Robertson, General Manager of Westminster Fibers, brand owner of Free Spirit Fabrics. “That means from the origins of a collection to the store shelf, we seek designs that are attractive and meaningful.” Working with Art of Possibility to unite depth and good looks in its collections, Free Spirit Fabrics prove that good deeds are good business – and good taste.

The Artists:

Ketra Oberlander began painting at 40 after losing her sight to a rare genetic disorder. Her work achieved national status within 3 years’ of her first handling a paint brush. She then founded Art of Possibility LLC in 2008 to create a path to profitability for disabled artists after being stymied by the sheer physics of a physical disability. Vignettes of her can-do life have been covered by *The New York Times*, *MORE magazine*, *Décor magazine*, *BusinessWeek*, and many other periodicals and news programs. Her paintings have received dozens of awards and graced two homes for ABC-TV’s *Extreme Makeover: Home Edition*.

George Mendoza lost his sight as a teen. As an athlete, author, motivational speaker and artist, he’s led a remarkable life which has been portrayed in two PBS documentaries: **The George Mendoza Story**, narrated by Robert Duvall (1989), and **Vision of the Soul – The George Mendoza Story** (2006). Mendoza has been named a State Treasure by New Mexico Governor Bill Richardson. His artwork is in museum and prestigious private collections throughout the U.S.

About Art of Possibility, LLC

Art of Possibility Studios is the only for-profit art publishing and licensing brand exclusively representing physically disabled artists whose work represents hope, opportunity and transcendence over adversity. Founded by award-winning blind painter Ketra Oberlander, the company locates and develops art and artists who seek to share their work and experiences with others in a commercial context to uplift, encourage and inspire. Art of Possibility Studios’ beautiful artwork is featured on consumer goods



produced by socially conscious manufacturers committed to cause oriented retail product lines. Consumers, interested business affiliates and disabled artists seeking representation may contact Art of Possibility Studios through aopstudios.com.

About Westminster Fibers, Inc.

Westminster Fibers Lifestyle Fabrics is one of the leading converters of high quality 100% cotton, flannel, fleece, poplin, canvas, home decorating, and quilting fabrics and well-known in the textile industry for their creative and unique fabric designs under their Rowan and FreeSpirit brands. Talented trendsetting artists include Kaffe Fassett, Amy Butler, Anna Maria Horner, Valori Wells, and Donna Dewberry just to name a few. Westminster supplies independent retail stores with some of the finest fabrics in the market to inspire sewing creativity and speaks to a new generation of sewing enthusiasts.

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