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For Immediate Release



**Masterpiece Studios Announces Partnership with
 God Allows U-Turns® Founder, Allison Bottke**

Mankato, Minn. - (June 3, 2004) - Masterpiece Studios announced today plans to partner with Allison Bottke, founder of the *God Allows U-Turns Project*®. The popular *God Allows U-Turns*® brand includes books for adults, children and youth; logo merchandise; tracts; a television program; and a free nondenominational quarterly magazine called: *The New Direction Times*®. The partnership between Bottke and Masterpiece Studios includes plans to add a line of greeting cards that will feature cutting edge photo images and the series' signature bright yellow road sign. The greeting cards, released under the Expressions of Faith product line, will be introduced at CBA in June.

"Cards in the *God Allows U-Turns*® line will send the recipient on a journey of hope and healing, touching hearts and bringing encouragement, love and peace to the receiver. The *God Allows U-Turns*® project is a global ministry dedicated to changing lives through a focus on following a Navigator who will keep us on the right path. The card line will reflect that focus. *God Allows U-Turns*® cards will share the truth that you can never be so lost or so broken that you cannot turn toward God," noted Bottke.

"Expressing thoughts of encouragement and sympathy in a line of sensitive cards for those enduring difficult times is our goal. How often does someone you know get diagnosed with a life-threatening disease? How often do you lose a friend or loved one due to an accident? How often does divorce or unfaithfulness touch the life of someone you know? Virtually everyone has a prodigal child in their midst. Unplanned pregnancies and Grandparents raising their grandchildren is becoming more and more prevalent," Bottke added. "*God Allows U-Turns*® cards will become known as the cards to give when words are difficult to come by."

Bottke will be signing the new *God Allows U-Turns*® cards in the Masterpiece Studios booth (#843) at CBA in Atlanta on Tuesday, June 29 from 2:30 - 3:30 PM.

To request a God Allows U-Turns® greeting card flyer, retailers may call 800.447.0219. Or, for more information visit booth #843 at CBA in Atlanta.

About God Allows U-Turns®

The mission of the God Allows U-Turns Project® is to celebrate and share how faith in God can transform a life. A global ministry dedicated to changing lives through a focus on following a Navigator who will keep us on the right path, their critical mission is to change lives through a relationship with Jesus Christ, teaching that "the choices you make change the story of your life." The purpose of the God Allows U-Turns® ministry is to challenge people around the world to make a difference for God as they focus on making bold, new direction choices, with God at the center of their life. To find out more about the ministry visit www.godallowsuturns.com.

About Masterpiece Studios

Launched in 2001, Expressions of Faith features Christian and inspirational stationery designed to enrich others' lives through His word. In addition to the Everyday catalog of stationery items, Expressions of Faith offers a holiday catalog of promotional boxed Christmas cards and letterhead. Expressions of Faith is one of several lines of products distributed by Masterpiece Studios in Mankato, MN.

Masterpiece Studios has been a member of CBA (Christian Booksellers Association) for nearly five years, and are a member of CAABA. The Expressions of Faith product line is distributed by Masterpiece Studios. Visit us at www.masterpiecestudios.com/EOFaith.

Close this window to return to the God Allows U-Turns® web site.