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PRESS RELEASE - FOR IMMEDIATE RELEASE -

Online Card and Gift Emporium Is Modern Link To The Past

ST. PETERSBURG, FL - What's Buzzin'? "Cards & Gifts with a Retro Vibe" is one of the newest additions to web sites catering to the 78 million Americans falling into the category of "Baby Boomer". Not only an online store offering artfully designed card and gift items, WhatsBuzzin.com brings to the visitor an engaging archive of early 20th Century historic sites, sounds and lingo, through short entertaining sound bites, video clips and even recipes. Knowing that interest in period specific design lies not only in those who lived it, but that the X and Y Generations also find vintage very hip, WhatsBuzzin.com seeks to introduce this crowd to the personalities of the glamorous twenties, the swingin' thirties and forties and the fabulous fifties. The simple accessibility of these fun facts at the click of a mouse, brings historical trivia to your online shopping experience.

"For many, our visual content is about shared experiences and memories, but for younger audiences, it is fresh exposure to those vintage things that are new to them. Nostalgia plays a big role in the inspiration behind our product line, "We've always felt as if we were born a little too late," says Diane Dempsey, graphic designer and illustrator for What's Buzzin'? and Brent and her web designer/husband. Even though we did not experience it first hand, we feel a strong connection to the atmosphere of the early 20th century and strive to communicate the ambiance of those golden days through our greeting cards, invitations, posters and the like."

An art director, designer and illustrator for 20+ years, Diane has a fresh approach to card design as is evident in the "Vintage Vinyl" series. Greeting cards, invitations and Christmas cards that sport a vinyl like surface on a "record" peeking out from the inside of the card. Graphics on these cards is original as well and each smacks of the old albums found playing on the Hi-Fi in your parent's den back in the '50's.

Likewise, an original take on the Poster series from What's Buzzin'? "We call these our tribute series" says Brent, " we have an admiration for the gone, but not forgotten, grand old ballrooms and dance halls of yesteryear". The graphics on the posters tell the story of one famous night in the history of each of these places by promoting an event from that by-gone era. The Bee-Bop Night poster is also an experience to simply see online as the "Buzz-Link" button on that web page will whisk you back to 1947 to the Royal Roost nightclub as Charlie Parker is introduced on New Years Eve. Just one of the archival sound clips from WhatsBuzzin.com.

The online experience at WhatsBuzzin.com is only a part of what makes them unique and fun. The product line is a fresh approach to nostalgic concepts that are building in popularity as reliably as the passing of time.

Media Inquires:

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HI-RES DIGITAL IMAGES OF PRODUCTS AVAILABLE

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