

Creative Expressions

Making Connections With Scrapbooks

(NAPSA)—Scrapbooking continues to be a popular activity for both individuals and families, with the industry growing by more than 20 percent each year. A means of creating and preserving a personal legacy, scrapbooking is also being introduced as a therapy for Alzheimer's patients, their caregivers, families and friends. Families impacted by Alzheimer's are finding that through scrapbooking, they are able to stay connected to their loved one for a little while longer. Scrapbooking is an inter-generational activity, nonthreatening and rewarding for everyone who participates.

One of the reasons scrapbooking is becoming such a popular pastime is that you don't need to be exceptionally artistic to create a treasured keepsake. Indeed, the quirks and "goofs" that become part of the project often add to its charm.

Another factor is that the materials needed for the job—from papers to accents to adhesives—are offered by a variety of retailers, beyond such well-known arts-and-crafts outlets as A.C. Moore, Michael's and Jo-Ann Fabrics. A number of mass merchandisers, including JC Penney, Linens 'n Things and Borders, are starting to stock their shelves with the latest in scrapbooking super-brands.

One example is Leeza Gibbons Legacies®, a nationally branded, all-inclusive scrapbooking line created by Xyron® and TV and radio personality Leeza Gibbons. Offering everything needed to create a beautiful, contemporary, color-coordinated scrapbook, the Legacies collection includes papers, albums, adhesives, ribbons, tags and other embellishments as well as four complete scrapbooking kits.

The collection was developed as a result of Gibbons' personal passion for scrapbooking, as well as



Scrapbooking is an activity that lets family and friends connect in individual ways.

her desire to create a legacy for her family and her mother, who is living with Alzheimer's disease. Through her Memory Foundation, Gibbons is opening Leeza's Place in several cities across the country. These intimate, safe settings support those with memory disorders and their caregivers, and even offer a program for the newly diagnosed that features scrapbooking.

Leeza Gibbons Legacies was developed using unique designs that are fashion-inspired (based on studio prints created for the apparel industry) with a contemporary color palette. All elements of the collection were designed to be an elegant, expressive backdrop to the story told by the photographs they hold.

Legacies products help spark the imagination, inspire creativity and encourage users to connect with family and friends, feeling free to celebrate individuality and self-expression. All of the products are acid-free and archival-quality, so delicate keepsakes, digital printouts and photos will last for years to come.

For ideas, inspiration or to find a Legacies retailer, visit www.leezagibbonslegacies.com or www.xyron.com.