



FOR IMMEDIATE RELEASE

Contact: Cindy Aggson  
Phone: 503.705.8584  
[cindy@carpeviamgroup.com](mailto:cindy@carpeviamgroup.com)

Contact: April McCray  
Phone: 541.633.0813  
[media@colormehouse.com](mailto:media@colormehouse.com)

## **Everybody Wins at the Emmys® with Color Me House**

### **Mompreneur has it in the Bag!**

**Portland, OR – Sept. 21, 2008** – What would you sacrifice for your dreams? How about your big house in the idyllic suburbs? One woman did just that. Former real estate professional, April McCray recently put it all on the line and gave up her Renaissance home in an effort to launch her new children's playhouse business called Color Me House. According to April the decision to rent out their home in order to cover monthly business expenses was "a sacrifice we were all willing to make to build a future for our family."

Inspired by her passion for creativity and her husband's tales of childhood memories building huge cardboard forts, April decided to create something that was more than just a box. Color Me House and Color Me Rocket are large, easy-to assemble, eco-friendly white cardboard forts that act as a blank canvas ready for your child to put their creative skills to work. Whether it's painting, pasting, or drawing to make their house, fort or rocket their own...anything and everything is fair play!

Now perhaps some celebrity tots may also get a chance to enjoy Color Me House! April's playhouses were selected to be included in the Everybody Wins at the Emmys® nominee celebrity gift bags. What could be better than winning a prestigious Emmy at the annual 60<sup>th</sup> Emmy Awards Sunday evening? "Well, for us, having some of Primetime Television's biggest stars check out our products," says McCray.

"This is an extraordinarily exciting opportunity for us. Our passion is about using creativity to help children think inside and outside of the box." As a mother of three, April says she learned that sometimes it's the simple things that bring children the most joy. "I think that everyone has memories of building forts and playing in boxes. Often the boxes are even more fun than the gift itself! My own children's love of making forts inspired me to move forward. What better freedom of expression is there for a child than a crayon and a blank canvas to create."

Not many people are aware that the cardboard box was inducted into the National Toy Hall of Fame in 1998. If the cardboard box is in the same league as Crayola Crayons, Scrabble, and Lego we believe Color Me House will go down in history for helping children play, create, and use their imaginations inside and outside of the box ... Imagine the fun!

The Color Me products are recyclable and made in the USA. The Color Me House and Color Me Rocket product information can be found at [www.colormehouse.com](http://www.colormehouse.com).

###

### **About Color Me House**

The Color Me House family of products are eco-friendly, recyclable playhouses made in the USA. Each Color Me House product provides a blank canvas that children can customize with their imaginations to create the playhouse of their dreams; including a space shuttle, gingerbread house, barn, beach cabana, princess castle, army fortress, puppet theatre, butterfly conservatory, rocket to mars, jungle fort, race car garage, horse stable, boat house, tea room, garden retreat, or even a "No Parents Allowed" clubhouse!

Founded by mompreneur April McCray, Color Me House was inspired by a passion for creativity and her husband's tales of childhood memories building huge cardboard forts. "I think that everyone has memories of building forts and playing in boxes. Often the boxes are even more fun than the gift itself! Those memories always bring a smile to our hearts. My own children's love of making forts inspired me to move forward and create something that was more than just a box. What better freedom of expression is there for a child than a crayon and a blank canvas to create." Color Me House was created to help children use their imaginations, be creative, and think inside and outside of the box. Imagine the fun!

### **About April McCray**

April is a mompreneur, loving wife, dedicated mother of three, and self-professed health crusader. "My past life with an illness opened my mind and awareness to the needs of spreading healthy lifestyles for ourselves and our children. I knew that any business endeavor I took part in would have to be something not only healthy for our children but our environment as well. Art is healthy and stimulating for us all, in fact it is actually "healing therapy" at many clinics and hospitals around the world. If I can help inspire happy, healthy children with Color Me House, then this will be a success to me."

This gift bag has no affiliation with A.T.A.S or any official Emmy Awards gift bag.