

Vibrant New Fabric Line Features Blind Painter's World Renowned Artwork

Art of Possibility® Studios, through Westminster Fibers launches new fabric collection featuring blind painter George Mendoza's artwork

Ground-breaking Art of Possibility® Studios (www.AOPStudios.com), the only art brand exclusively representing physically disabled artists in a for-profit model, has announced that Westminster Fibers, Inc. (www.westminsterfabrics.com), a premium wholesale provider of creative, original fabric designs, has launched a new 100% cotton fabric collection under its FreeSpirit brand (www.freespiritfabric.com)

featuring the acclaimed, vibrantly colored artwork by the award-winning blind painter George Mendoza, twice featured in PBS documentaries and declared a "state treasure" by New Mexico Governor Bill Richardson.

This new richly colored 13-piece fabric collection was unveiled at the October 2009 at the International Quilt Market Show in Houston, TX. It features a variety of purposefully selected images from George's large body of work that has touched millions of lives, and with carefully developed coordinates to complete the debut collection. George's life has portrayed in two PBS documentaries: *The George Mendoza Story*, narrated by Robert Duvall (1989), and *Vision of the Soul - The George Mendoza Story* (2006).

"This magnificent fabric collection is sure to inspire retailers, clothing, furniture and bedding manufacturers, as well as home quilters and other designers worldwide who, through their own imagination and creativity with the fabrics, will find themselves crafting products with far more meaning," said Joyce Robertson, general manager, Westminster Fibers Lifestyle Fabrics. "We anticipate huge interest in this significant line across multiple trade-based retailers, both for the inherent beauty and versatility of the fabrics and for the core values of perseverance and personal achievement this collection manifests."

"George's paintings embody optimism and his expression of the boundless spirit of man's imagination, with each work a triumph of art beyond limitation," noted Ketra Oberlander, founder of Art of Possibility Studios -- herself a blind artist whose award-winning paintings are also represented by the company. "It's incredibly rewarding to bring George's fine art into practical applications, such as this fabric collection, which will touch and adorn so many lives around the world."



"It's heartening to work with manufacturers such as Westminster Fibers who validate my belief that good deeds are good business," continued Oberlander. "While the George Mendoza fabrics are visually stunning and worthy of much admiration, I also hope retailers -- and even the end consumers -- take a moment to realize the magnitude of purchasing Art of Possibility Studios' licensed goods, which give disabled artists the dignity of earning a living through their creative output rather than depending on charity and disability benefits, or being stymied by logistical limitations, in their quest for self-sufficiency." 🌀

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 to uplift, encourage and inspire, while also earning an income. Via licensing agreements, 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 its Web site: www.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.