



FOR IMMEDIATE RELEASE

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**Frame Works' Design Featured in National Framing Publication**  
*Local picture framing company to be recognized in trade publication*

SAN LUIS OBISPO, CA – Frame Works' design by Sara Egerer is being featured this month in the "Focus on Framing" column of *For Members Only*, a Professional Picture Framing Association (PPFA) publication. The editor of PPFA was inspired to do the column after finding Frame Works' wide variety of framing styles and techniques on their website.

"I think Frame Works was chosen for our unique and innovative frame designs," explained owner, Ali Semon, " Sara is the first Frame Works' designer to be recognized in PPFA." The feature piece is a framed article from a local newspaper published about Semon in a series called "My First Job."

PPFA is an organization of 3,000 framing professionals. *For Members Only* is a trade publication that features examples from professionals to develop interest and educate fellow PPFA members of new and innovative framing ideas.

In addition to its professional framing services, Frame Works also showcases the work of local and emerging artists in an intimate gallery located within the store.

The accomplished Frame Works staff combines over 76 years of professional picture framing experience. They specialize in preservation framing of valuable documents, memorabilia, and artwork. The staff has experience in printmaking, photography, ceramics, acrylic, oil and watercolor painting. One staffer is a PPFA Certified Picture Framer and all others are in the process of becoming certified. In addition, Frame Works offers a comprehensive art consulting and framing service for businesses in San Luis Obispo County.

To schedule an interview with Ali Semon and to learn more about Frame Works, give her a call at 542-9000. The Frame Works Web site address is <http://www.sloart.com>.

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