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Studio Calico Announces Acquisition of Big Picture Classes

Bowling Green, KY – August 5th, 2014 – Studio Calico announced today the acquisition of Big Picture Classes, an online education site for paper crafters and memory keepers.

“Big Picture has long been the central source of education for our customers. I have worked with them many times throughout the years and always been very impressed with the level of passion they bring to this industry. We are extremely excited to be able to join forces with the known experts as we grow our education platform,” said April Foster, CEO at Studio Calico.

Throughout its 9 year history, Big Picture Classes has educated more than 500,000 students worldwide; bringing passion, energy and innovation to the world of paper crafting. Experts such as Ali Edwards, Becky Higgins, Cathy Zielske and many more have partnered with Big Picture Classes to deliver high quality content and inspiration to devoted crafters.

“Since we started this company I have seen enormous growth and progress within the crafting education industry. The opportunity we have to reach people with our message of memory keeping and story telling continues to grow rapidly with the advancement of technology and social media. When thinking of ways to grow we looked for a partner who has the resources and passion to help us stay true to our mission to inspire people. Studio Calico has become known for their commitment to incredible customer service and ability to inspire us all creatively. Joining forces with Studio Calico will allow the Big Picture platform to grow while we continue to stay focused on reaching people with our message,” said Stacy Julian, Co-Owner, Big Picture Classes.

The two companies will continue to operate independently. No changes to staff are planned.

Founded in 2007, Studio Calico is the industry leader in worldwide delivery of paper crafting kits. The company offers three monthly subscriptions available exclusively through its website www.studiocalico.com.

Big Picture Classes is the industry leader in paper crafting education. Founded in 2005 by Stacy Julian and Kayce Rehn, Big Picture Classes was the first online education site and community for creative women.

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