



CARTOONARTS
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CARTOON ARTIST IS GRANTED MORE SUPPORT FROM BIRMINGHAM CITY COUNCIL

Earlier last year it was announced that new cartoon inspired artist Claire Kiernan would receive business funding from the Princes Trust, which in 2007 enabled the birth of web-based company, cartoonarts.co.uk. Claire has now been granted additional support from Birmingham City Council, in shape of the creative industry's feasibility grant, which will enable her further business growth and to build upon the reputation she established during 2007.

The aim of the business grant is to enable Claire to widen her recognition on a more local basis and gain the support of new customers in the West Midlands. A mass marketing campaign with Royal Mail is planned and further website redevelopment will undoubtedly pull in new business.

Alongside this, Claire plans to release a new set of exclusive limited edition prints and one-off originals in 2008 which will be supported by further advertising and exposure, followed by exhibits at both the BCTF in April and The Royal Show in July. To kick-start the exposure of Cartoonarts in the West Midlands, Claire was invited along to Wolverhampton Community Radio late last year to discuss 'entrepreneurs and enterprise week'. To hear this interview with Shivani Mair, visit www.wcrfm.co.uk or contact Claire for details.

New interior photographs of Claire's work have been produced as a result of the council grant and showcase her wide range of pieces within a variety of settings, proving that her subject matters are 'not only for kids' and can be suited to all ages and occasions. Her cartoon pet caricatures are continuing in their popularity and proved popular with Christmas shoppers in 2007.

Due to an increasing number of requests in 2007, Cartoonarts now also offers corporate clients a range of freelance illustrative services. These include logo design, digital illustration and greeting card designs for publishing houses. The re-launch of cartoonarts.co.uk will focus on outlining

these additional services to the public and local businesses alongside its expanding portfolio of paintings and prints on sale, and will indeed provide a more user-friendly and sophisticated website for all shoppers.

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Note to editors:

- Numerous images and photographs available to accompany press release.
- Web addresses for events can be found on Claire's website: www.cartoonarts.co.uk