

New Summer Fragrances!

It's almost summer! And after the winter we just had, who's not ready for it? We certainly are! On May 1st, Defining Moments will have 4 brand-new fragrances for the summer season. These include Beach Daisies, a sweet and airy floral scent that will whisk you away to a sunny seaside; Berry Cheesecake, which smells exactly like a slice of rich, creamy cheesecake smothered in juicy blueberries; Blue Agave – a unique, airy scent that will make your house smell fresh after months of tightly-shut windows; and Orange and Chili, a sweet orange fragrance with a peppery kick! These new fragrances are available in the 7.75 ounce size for \$6.50 each, and the 12 ounce size for \$9.50 each.



Defining Moments will also offer fragrant wax melts for a limited time. In scents like Hawaiian Breeze, Summer Herb, Wildflower Meadow, Chipotle Salsa and Peach & Peony, these melts are perfect for use in our 2-in-1 Tart and Candle Warmer (available in black, buttercream and mocha). Each 5.33 ounce box contains 5 melts, and each melt provides at least 24 **continuous** hours of strong, room-filling fragrance! Check them out before they're gone!

Fundraiser for the Cystic Fibrosis Foundation

May is Cystic Fibrosis Month, and this year Defining Moments will be holding a fundraiser in honor of a close friend, Joe Jenkins, who lost his battle with the disease in January 2009. We will be selling special candles, scented in Ocean Breeze in honor of Joe's favorite place. Each candle is wrapped in purple tissue paper and packaged in a white gift box with the Cystic Fibrosis Awareness ribbon on the front. Fundraiser candles are \$8 each and every cent (excluding sales tax) will go to the Cystic Fibrosis Foundation in Joe's memory.



In addition, Defining Moments will donate 10% of the total cost of each order through the month of May. This includes both candle and stationery orders, excluding any sales tax and applicable shipping fees.

For more information on the foundation or to make your own donation, visit www.cff.org.

Predesigned Stationery Sets and Coming Soon...Defining Moments on Etsy!

We've been listening to you! Defining Moments is currently working on a line of predesigned stationery. But don't worry – the attention and custom details you've come to expect from Defining Moments will still be available even if you go the ready-made route. You will be able to choose color, artwork, motif and fonts, and add embellishments such as crystals if that's what you want. Look for the new line of stationery to become available sometime in the summer.

I will also be opening a shop on [Etsy](#) at around the same time, where I'll offer both stationery designs and candle favors for your special event. Home fragrance items WILL NOT be available on Etsy, however. My shop will also be ready sometime in the summer, so keep an eye on your inbox for official notification!

One more thing – I recently obtained a die-cutting machine that will allow me to create a virtually endless amount of paper designs. I hope to put this to work both for the predesigned stationery, and the custom-created ones. Check the website regularly for my latest paper creations!

I think that's all for now! Hopefully fall and winter brides are starting to think about their invitations and favors and are considering Defining Moments for the job. Remember that we are also available to create stationery and candles for any event – baby showers, bridal showers, birthday or anniversary parties, graduation parties (which are coming soon!) or anything else you can think of!

Two last notes – check out our new blog at www.creative-occasions-by-colleen-kelley.blogspot.com. We post ideas there along with inspiration boards, new projects, and food for thought. Become a follower, we value your input! And if you're on Facebook, be sure to [become a fan](#) – you'll get first look at new items and be eligible for the occasional Facebook-only contest or sale!

And finally...

Have a great summer!