



PRESS RELEASE – 7th November FOR IMMEDIATE RELEASE

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from you to me say Bonjour to a new partnership

from you to me have just signed a new partnership agreement with French publishers **Editions de la Sarriette** to distribute French versions of their award-winning journals and books across France.

from you to me is the authentic creator of beautiful and emotive gift books and journals. Gifts to celebrate special occasions, capture priceless memories and stories, create cherished moments and bring people closer.

They are a family-run company with family at the heart of everything they do, delivering brilliant caring customer service and innovative thoughtful quality gifts that are loved and shared by families and friends everywhere.

Their new partnership is with a similar family business based in a small medieval village just outside Monaco. The French have a strong affinity for family and 'patrimoine' (heritage) so the owners of **Editions de la Sarriette** business instantly knew the journals and books would be well suited to their market.

Madame La Présidente, Vicky McCreery at **Editions de la Sarriette** said, "We are delighted to be working closely with the team at **from you to me** and to have this opportunity to develop the concept of their memory journals in French, under the brand 'Le Journal De Ta Vie'. I love this country, having lived here nearly all my life, and I know that the French people are passionate about family, history and maintaining personal relationships. These beautiful books tick all those boxes and everyone we show them to is extremely positive about the idea of passing on memories, something they may not have previously considered doing."

Both teams have been working hard to translate and adapt a range of books for the French market and these arrive in the Nice warehouse this week. Already French retailers are loving the concept and these great gifts will be found in major retailers across France within a few weeks as well as personalised versions on the company's website.

Neil Coxon, Managing Director at **from you to me** was excited at meeting Richard and Vicky. "This is a fantastic opportunity for both companies" he said. "As soon as we met each other, we knew we could work together; we have similar values and believe in the product offering. It has been an enjoyable journey to see our products translate into French and we are proud to see them launching across this wonderful country. French is one of the fastest growing languages in the world and this partnership also opens up opportunities to distribute the journals and books to many countries outside France too."

from you to me now publish around 100 different titles distributed across most English-speaking countries. This new partnership sees them expand their existing Spanish partnership, opening up further opportunities with different languages and markets. Despite the global recessions and difficulties on the high street, customers still want to buy meaningful and heartfelt gifts and **from you to me** products continue to meet those needs.

For publishers seeking partnership or license deals with **from you to me**, or retailers seeking innovative gift products in English or French, please contact Neil.

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Journals Of A Lifetime® and Forget Me Not Books® are trade mark registered **from you to me** brands
Registered office: from you to me limited Hackless House Murhill Bath BA2 7FH
Company registration number: 6106502 given at Companies House, Cardiff, United Kingdom



NOTES TO EDITORS:

- Neil Coxon, from you to me and Vicky McCreery, Editions de la Sarriette are available for interviews
- Review copies of all titles are available
- French products are live at www.fr.journalsofalifetime.com or www.LeJournalDeTaVie.fr
- from you to me ltd is a publishing company that believes in making beautiful gift books and journals that enrich lives by creating cherished moments and capturing special memories.

It is a family-run company with family at the heart of everything it does. It produces award-winning gifts that are loved and shared by families and friends everywhere.
Many of the products can be personalised to create a truly unique and individual gift.

All the products can be found under the companies two brand imprints:

Journals of a Lifetime® ... Inspiring generations to explore and share special moments and memories, capturing handwritten stories from every step of life to be treasured forever.

Forget Me Not Books® ... Unforgettable and entertaining colour illustrated books for adults and children of all ages to explore and read time and time again.

- Photographs of the business teams are available on request or a photoshoot may be arranged
- More information about the **from you to me** products and the business: www.fromyoutome.com
- More information about the Editions de la Sarriette business: www.editionsdelasarriette.fr
- Twitter @fromyoutome
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