

YOU *go* GIRL

MELANIN CARDS

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ELECTRONIC PRESS KIT

# ABOUT US

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**You Go Girl** is a greeting card company dedicated to melanated women and girls who deserve special notes just for them. This card company was designed to fill the missing space in the greeting card market and appeal to millions of women of color throughout the world. It's our mission to provide greeting cards on many retail shelves that represent the person purchasing it and/or receiving it.

**At You Go Girl**, we believe ALL women are unique and special, but these cards are especially for the women who are often overlooked and underrepresented. This does NOT mean these cards are exclusively for any one type of woman; a heartfelt greeting card is simply just that. We want to help all demographics of people have access to greeting cards that align with their culture and heritage. At times, niche greeting cards for brown women can be hard to find, but not anymore!

Our dream is to make a difference in the lives of millions of beautiful brown women around the world and bring smiles to very deserving faces. If you know a woman doing the damn thing, gift her a card to say, "You Go, Girl!"



Shanley Simpson

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Founder & CEO

Shanley Simpson is the founder & CEO of **You Go Girl Co.**, a new greeting card company made for **her**. She has spent most of her career owning and operating Opportune Independent Publishing Co., a successful independent publishing company in Dallas, TX. She is a seasoned author and has built a career in writing, which made for an easy transition to writing and designing greeting cards. Over the years, Shanley identified that there was a gap in the greeting card industry and who else better to fill it than an author and publisher? She went on to launch You Go Girl Co. and fill it with underrepresented features and profiles of black and brown people.

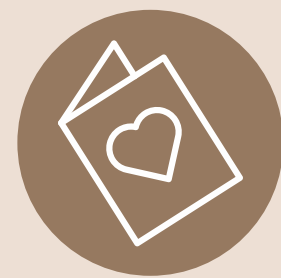
As the COVID-19 Pandemic continued, Shanley decided to use her newfound spare time to grow this new business venture and fulfill a personal mission to do her part as it relates to the long-standing social gaps in society. Her dream is to help fill in those spaces, one card at a time.

MEET  
OUR  
FOUNDER

YOU *Go* GIRL  
MELANIN CARDS



## OUR GREETING CARDS



Anniversary  
Apology  
Birthday  
Blank/Thank You  
Congratulations  
Get Well



Girls  
Graduation  
Hobbies  
Holiday  
Just Because  
LGBTQ+



Motherhood  
Romance  
Sympathy  
Thinking of You  
Galentine's Day  
Wedding/Bride

# OUR OTHER PRODUCTS

STICKERS

CANDLES

PINS

CANDLES

T-SHIRTS

& MORE TO COME!

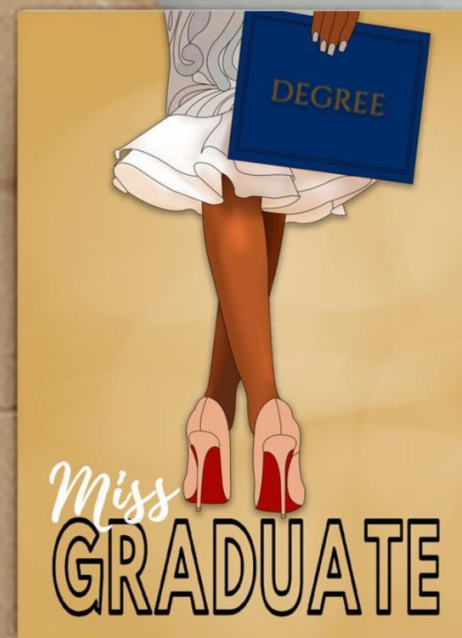


# VALENTINE'S DAY BIRTHDAY & GRADUATION

# UPCOMING HOLIDAY GREETING CARDS



## Graduation Cards



# CUSTOM & BLANK CARDS

YOU *GO* GIRL  
MELANIN CARDS



YOU *GO* GIRL  
MELANIN CARDS

BUNDLES

**5 cards (10% off) plus bonus gift**  
**10 cards (10% off) plus bonus gift**  
**15 cards (10% off) plus bonus gift**  
**All Blank cards (15% off) plus bonus gift**  
**All cards (15% off) plus bonus gift**

PRICING

**\$2.99 e-cards**  
**\$5.99 printed cards**  
**\$9.99 blank bundles**

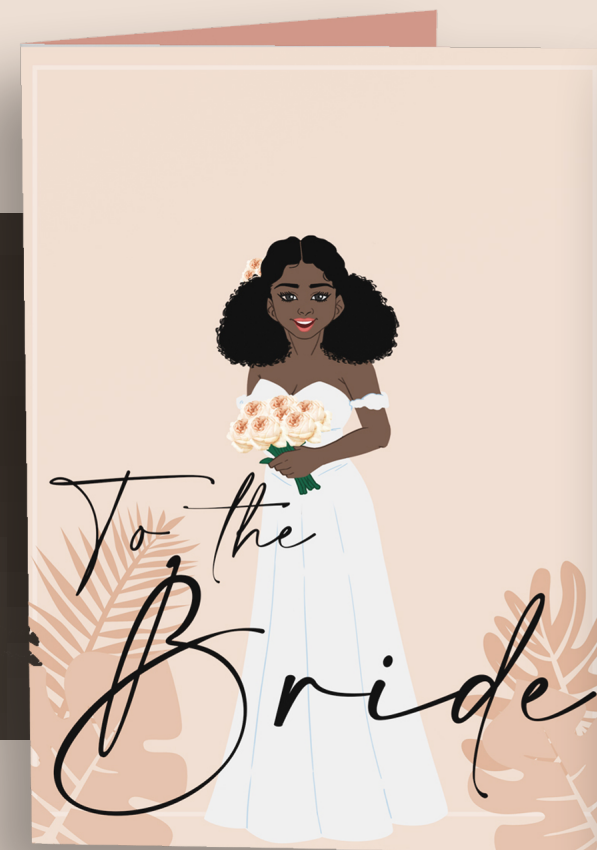


# OUR MISSION

To  
Represent  
HER

With beautiful and  
inclusive greeting  
cards.

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MELANIN CARDS



# CONTACT US

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