

— news release —

FOR IMMEDIATE RELEASE

ASYLUM DESIGN CREATES NEW CD PACKAGE FOR LOCAL RECORDING ARTIST

Los Angeles, September, 2011 – Asylum Design, a full-service strategic design firm, based in Los Angeles, CA, has created a new CD package for children’s recording artist Neil Comess-Daniels.

The CD cover features a whimsical illustration and equally playful insert booklet. To engage young listeners, the CD package opens to reveal an innovative coloring page created from an outlined version of the cover art. Listeners are encouraged to “Color their Day” and then submit their artwork to Neil’s Web site for display.

Comess-Daniels’ music features fun songs that inspire and are catchy for children and adults alike. His new album, “On This Day and All the Time,” contains music that speaks to all people, regardless of age, ethnicity or religion. It transcends social and racial barriers with a common theme: that we are all created equal and where there is love, there is hope.

Creating the packaging followed the normal design process of client meetings, seeking inspiration and delivering a solution. The client however had a limited budget and wished for more than a simple, one page insert for the cover.

“When Nightengale Records approached us to create the packaging, it was obvious we needed to do something playful as well as inspiring. Once we heard the music, it was clear we also needed to do something special.” explains Asylum president, Jim Shanman. “The budget was limited so we used stock illustrations and modified them. We felt creating the coloring page would be a unique way to affordably add something special to the project and engage children while they listened to the music.”

For 25 years, Asylum has created award-winning corporate identity programs, advertising, collateral and marketing materials for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. The opportunity to work with Neil Comess Daniels is a perfect partnership between energized clients and a design firm with unlimited creative and strategic abilities.

To view a sampling of the CD artwork, visit: <http://www.asylumdesign.com/pages/ncd.html>

For more information on Asylum Design and Marketing, Inc., visit www.asylumdesign.com

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