

YOU *go* GIRL

MELANIN CARDS

ELECTRONIC PRESS KIT

ABOUT US



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

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.

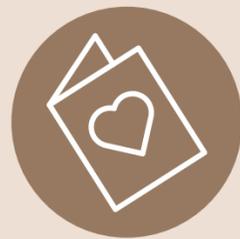
As the COVID-19 Pandemic continued, Shanley decided to use her newfound spare time to grow this new business venture and fulfill a personal mission to do her part as it relates to the long-standing social gaps in society. Her dream is to help fill in those spaces, one card at a time.

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

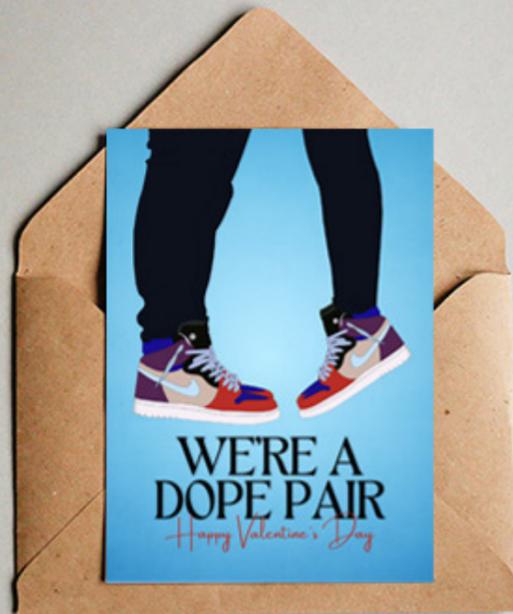
T-SHIRTS

& MORE TO COME!

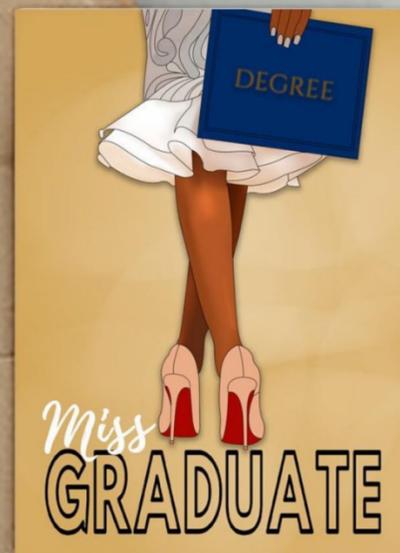


VALENTINE'S DAY BIRTHDAY & GRADUATION

UPCOMING HOLIDAY GREETING CARDS



Graduation Cards



Happy
Birthday



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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CONTACT US

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