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Melanie Gasmen

melanie@knockknockstuff.com

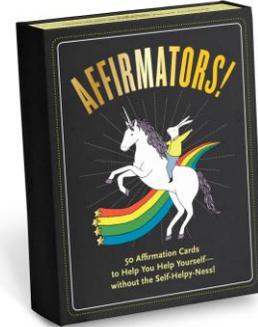
310.396.4132, ext. 314

**KNOCK KNOCK MAGICALLY UNLOCKS THE POWER OF THE UNIVERSE
(KIND OF)**

*Newly launched Affirmation cards help you help yourself—
without the self-helpy-ness.*

VENICE, California, October 30, 2015—Today, Knock Knock, independent makers of clever gifts, books, and whatever else they think up, announced the release of [Affirmators!](#), an alternative affirmation card deck created by comedian Suzi Barrett, best known for her "I Hate California" series on Funnyordie.com.

It's been said making positive statements leads to a longer, happier life. Pair that with some humor and a dash of spiritual pixie dust and you've got yourself Affirmators!, a package of 40 affirmation cards which offer unique and humorous daily affirmations to lift your spirits when you just want to throw in the towel.



“Suzi first pitched the concept to us over lunch, and we all nearly spit out our soup! We loved how Affirmators! takes the idea of traditional affirmation cards and makes them funny and cool,” Erin Conley, Knock Knock’s managing editor, said. “The voice is positive and inspiring without being cheesy or trite. It’s self-help without the self-helpy-ness. Genius.”

In a \$10 billion self-help industry, these deck of cards stand out amongst the rest with its whimsical yet witty words of encouragement. Whether you're feeling down on the dumps or going through a mid-life crisis (maybe even a quarter-life crisis), these affirmation cards are here to pack a positive punch to your psyche—ashram not required.

“The beauty of a deck like this is that you're always pulling the card you need at that particular time,” Barrett said. “Whatever the card's message is, you can

ruminate on it throughout the day, and hopefully feel a little happier and wiser for it.”

Affirmators! is available in select retailers, booksellers, and gift boutiques in the U.S., Canada, and the UK. It is also available for purchase online at knockknockstuff.com and Amazon.

About Author Suzi Barrett

Suzi Barrett grew up in Rochester, Michigan, studied theatre at Western Michigan University, trained as an improviser in Chicago, and is now an actor/writer living in Los Angeles. She performs and teaches at the Upright Citizens Brigade theatre, and plays Kirby's mom on the Disney XD show "Kirby Buckets". Other TV credits include Drunk History, @Midnight, How I Met Your Mother, and in commercials for Progressive and Esurance, to name a few. Writing credits include "Wipeout" and "America's Next Weatherman." She's currently developing a pilot based on her web series "I Hate California", and can be seen in the upcoming Christopher Guest movie "Mascots".

For more information, visit her [Facebook](#) page or the [UCB website](#).

About Knock Knock

Knock Knock is an award-winning purveyor of witty books and gifts. Our crackerjack in-house team creates humorous nonfiction and specialty journals from the ground up, and we also publish new titles from outside authors, bloggers, and other creative types.

For more information, visit www.knockknockstuff.com.