

FOR IMMEDIATE RELEASE

**LIFT Announces the Multiple Personalities 2 Group Art Exhibit Opening May 9th**

ROYAL OAK, Mich – May 7, 2009

**About the Exhibit**

Multiple Personalities 2 features custom designs from 50 artists and graphic designers from around the world. Artists have submitted a combination of custom toys and canvas wall art. Participating Detroit-based artists include D-LUX, Michael Canich and Audrey Pongracz. National artists include DriiOne, motorbot, Mark Nagata, southerndrawl and 64 Colors. A complete list of artists is available at [www.liftdetroit.com](http://www.liftdetroit.com).

The opening reception will be held on Saturday, May 9 2009 from 7 – 10 PM. All art pieces will be available for purchase in-store. Internet and phone orders will also be accepted.

The exhibit will be on display at LIFT through June 4th.

**About LIFT**

LIFT is an independent boutique where customers can experience the cultural explosion in toys that started in San Francisco and NYC. Designer toys provide a 3-D canvas on which artists apply their creativity. LIFT carries toys, apparel and media from brands such as Kidrobot, Upper Playground, San-X, Uglydoll, and Blackspot. LIFT also features a dedicated art gallery area.

LIFT is owned by local entrepreneur Kent Alverson. Its root can be traced back to a small shop called Lift Footwear on 11 Mile Road. LIFT expanded to the existing 1500-square-foot location in March 2008.

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-END TEXT-



DriiOne  
"The Wagon Queen  
Family Truckster" (vinyl toy)



Audrey Pongracz  
"Lunch time at  
clown school" (canvas)



64 colors  
"Natural Beauty"  
(vinyl toy)