

# Portraits of Our World.com Launched

On-Line Ordering Now Available

## FOR IMMEDIATE RELEASE

Sarasota, Florida - March 25, 2006 - Portraits of Our World today announced the official launch of Portraits of Our World.com. A website meant to increase the visibility and sales of the book, "Portraits of Our World".

"We are very pleased to announce and deliver [portraitsfourworld.com](http://portraitsfourworld.com) after an all encompassing focus on getting this website out to the market. We expect this web-site will support our goal of helping children around the world," said Carlton Grooms, who along with his wife Deborah Grooms is responsible for the vision and execution not only of the charitable effort but the fine art portraiture as well. "Keeping with our desire to maintain as much of the profits as possible for the children we decided to execute the entire design and programming of this site in-house, saving us thousands. We hope this translates equally into funds for the Children of Our World."

The site includes a sample of the portraiture that will be included in the book. Along with Deborah & Carlton Grooms' professional images, a few images from their children Alexa and Connor are published as well. "I love when my parents give me the camera and tell me to just shoot," said Alexa Grooms. "I'm still working hard to master the complex camera but I know what I want when I look around me and understand the theory. For me it's getting the camera to do what I have in mind."

In addition to a sample of images in the collection visitors can pre-purchase books. "We ask people to make their investment in the collection up-front in order to secure the sale. We are self publishing this book in order maintain margins and increase the profits and therefore the funds available for our goals," said Deborah Grooms. "Over twenty books of our first 100 special edition were purchased in full before we began offering the book. Our hope is that with the new web-site we will see an acceleration."

At 11 years old and a budding computer enthusiast himself Connor Grooms appreciates the site. "It is kind of neat how we can use technology to help kids around the world that don't even know what a computer is." With the schools that the effort is meant to build, the hope is that there will be fewer kids who haven't seen a computer as well as do not know how to use one.

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"Portraits of Our World" is a large format bound collection of fine art portraiture created by Deborah and Carlton Grooms with help from Alexa and Connor Grooms. It is a book of portraiture created from a one year journey around the world. Subjects include children in a township of South Africa, a poverty stricken woman in Vietnam and the wise

and weathered face of a man in Egypt. After being moved by what they saw through their lenses they decided to allocate all the profits from the sale of the work to charitable causes in support of children around the world. The collection is scheduled for release prior to the 2007 Christmas shopping season and is currently for sale on-line at [www.portraitsfourworld.com](http://www.portraitsfourworld.com).

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Supporting images available at: [http://www.portraitsfourworld.com/press\\_releases/images.html](http://www.portraitsfourworld.com/press_releases/images.html)

Additional artists' sites:            <http://www.groomsglobetrek.com>  
   <http://www.deborahgrooms.com>

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