

Press Release - The American Cancer Society Paper Model Kiosk

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Paper Models Ships the 2008 ACS RFL Kiosk at the Kickoff Event

Today Paper Models in Second Life, the in-world store for Paper Models, Inc. announced the availability of the 2008 American Cancer Society Relay for Life in Second Life winning donation kiosk design available for free download at <http://www.papermodelsonline.com/amcasodokiin.html>.

The design was chosen from the 125 participants and the 22 submitted design and was turned into this amazing 3D model for download.

Paper Models Inc, announced in October its first virtual store in a virtual world, selling its real world products in a virtual format to virtual citizens said Lon Safko (<http://www.LonSafko.com>), president and creator of Paper Models, Inc.

Paper Models, Inc. (<http://www.PaperModelsInc.com>) is a San Diego, California based virtual store operating in the cyberspace of a Yahoo Store selling virtual products since 1999. Paper Models, Inc. has been in the business of selling corporate specialty advertising items and school projects in the virtual format of PDF files. Simply by going to the Paper Models web site, the user can select any of nearly 100 famous landmarks such as the Alamo, White House, Capital Building, or California Spanish Mission, enter a credit card and for under \$10 download everything they need to build that famous landmark and write an A+ report for their school project. The company, store, products, transaction, and even delivery are completely virtual and without human intervention.

The Paper Models in Second Life store can be found in Second life through what is referred to as a SLurl or Second Life URL:

(<http://slurl.com/secondlife/Pinastri/109/199/51>)

Once the Second Life software is installed on your computer, by selecting this SLURL, your browser will transport you the Paper Models Virtual Store, which is located on the island of Pinastri in the Villa called Casa de Estaban, which is owned by Estaban Graves, (Second Life name), Steven Groves, (First Life name) who was instrumental in creating the model of the American Cancer Society's SL virtual "Memory Tree".

This is an amazing example of the unique ability to translate a 3D Internet experience in the real world though the use of Paper Models patented technology.