



## **PRWeb: Business Women in Business**





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## New and Impressive Holiday Gift Ideas for 2009

*Amazing and affordable holiday gifts for every man, woman and teen on your holiday gift list. From unique spa gifts, beautiful fragrances, the latest in beauty gadgets to skin care that you wear, here are the top ten gifts of the season.*

New York, NY (PRWEB) November 12, 2009 -- Amazing and affordable holiday gifts for every man, woman and teen on your holiday gift list. From unique spa gifts, beautiful fragrances, the latest in beauty gadgets to skin care that you wear, here are the top ten gifts of the season.

### 1. Give the Gift of Spa

During the holiday season, at the end of every treatment at a Willow Stream or Fairmont Spa location, spa guests are presented with a sealed Gratitude Envelope containing a surprise spa gift that can be gifted to anyone, including themselves, and used when booking spa in the future.

When guests purchase spa gift cards of \$250.00 or more this season, Willow Stream will include a special added gift. Gift cards for women will be presented in Willow Stream's beauty travel bag and a Power Shower gift set for men, which includes Willow Stream's energizing shower products presented in a pre-wrapped gift bag presentation. For locations and more information, check out [www.willowstreammagazine.com](http://www.willowstreammagazine.com).

### 2. Luminess® Tan at home airbrush tanner

Luminess Tan at-home airbrush tanning system is not only the safest way to achieve a natural looking tan, but this at-home airbrush tanning system is easy to apply, dries quickly and is an affordable holiday gift priced at \$129.00. Luminess Tan is available at [Luminesstan.com](http://Luminesstan.com), select Dillard's and Macy's locations and the Home Shopping Network.

### 3. Luminess® Air celebrity airbrush makeup

Stumped about what to get a woman who has everything? Give her the ultimate beauty secret of the stars. She will be sure to smile as she opens her Luminess Air, an at-home airbrush makeup system. Luminess Air is available at [Luminessair.com](http://Luminessair.com), select Macy's and Dillard's and through the Home Shopping Network. Prices range from \$169.00 for the basic system to \$399.00 for the platinum system.

### 4. Morgane Le Fay perfumes

Aside from lingerie, choosing a fragrance is one of the most personal gifts you can give. Quick to top your fantasy wish list, Morgane Le Fay has launched a beautiful new fragrance collection consisting of four scents for women. The bottle itself is made of seamless hand-blown glass and conveys near perfection. Morgane Le Fay is available in 15 ml, \$90.00, 50 ml, \$180.00 or 100 ml, \$280.00 at Henri Bendel and [Luckyscent.com](http://Luckyscent.com).

### 5. Nasomatto fragrances for him and her

For the person in your life who is not afraid to push the boundaries with everything from their style to their scent, the Nasomatto collection features seven different fragrance experiences.

Choose from Black Afgano, a fragrance which aims to evoke the best quality of hashish, to the best-selling fragrance, Duro, a scent which makes the ultimate masculine statement. These fragrances are available for purchase at Luckyscent.com, 30 ml, \$148.00.

6. Boellis Panama 1924 shaving essentials for him

Upgrade his grooming routine this winter by trading in his old can of Gillette for the sophisticated shaving collection from Boellis Panama 1924. Take your little boy and turn him into a man of distinction with this sophisticated grooming regimen from Naples, Italy. The handsome After Shave Spray Atomizer characterizes the unique style of the classic fragrance of Boellis Panama 1924. Available at Forty Five Ten and Tomas Maier, for \$130.00.

7. Nez À Nez fragrances from France

Nez À Nez represents a true love story, a collection of fragrances for the perfect couple. The collection includes 10 Eau de Parfum, Ambre à Sade, Atelier d'Artiste, Bal Musqué, Bouche Baie, Figs et Garçons, Forêt de Bécharré, Marron Chic, Mille et une Figs, Rosier Ardent and Vanithé, 50 ml \$165.00, available for purchase at Aedes de Venustas in NYC and Studio Beauty Mix at Fred Segal.

8. Brave the sun throughout the seasons with SunSoul. This "skincare that you wear" apparel collection sold in attractive and functional recycled packaging like a one liter reusable water bottle, is ideal for every age and stage of life. Offering UPF 50+ (the highest UV protection safety rating available) sun protection for both teenage Division A soccer players to the avid golfer who begins their 18 holes at 8 am each day, SunSoul's harnesses the power of light energy from the sun for real skin care benefits. Available at SunSoul.com starting at \$39.95.

9. Carthusia perfumes for him and her

Fragrances from Carthusia are a timeless gift; the scents of Carthusia define all that is classic and elegant. For the classic man, and the signature fragrance of George Clooney, Uomo is fresh and aromatic; the perfect gift during the cool winter months. Available for purchase at the Plaza Beauty at the Plaza Hotel, 50 ml \$75.00.

10. Silk'n SensEpil™ at home hair removal

A breakthrough way to shed light on permanent hair reduction, this new professional beauty device will impress even the most high maintenance beauty diva on your list. Click on [Silkn.com](http://Silkn.com) for the latest turbo at-home beauty tool priced at \$499.00.

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You can read the online version of this press release [here](#).



## **Frozen Egg Bank Network Expands Coast to Coast to Help Prospective Parents Start a Family**

*Provider of human egg freezing and thawing services launches network with charter IVF centers in six states--California, Nevada, Utah, New York, New Jersey and Tennessee.*

Orange County, CA (PRWEB) November 12, 2009 -- Frozen Egg Bank, Inc. (FEB) has launched a new era in reproductive medicine as a group of charter member IVF centers in six states – California, Nevada, Utah, New York, New Jersey and Tennessee – join the national provider of human egg freezing and thawing services. The network is designed to provide [fertility preservation](#) by freezing the healthy eggs of young women for [medical or elective reasons](#).

### **ELECTIVE EGG FREEZING**

By promoting awareness of the limited life span of human fertility, FEB suspends the biologic clock by freezing a woman's own healthy eggs (also known as oocytes) during their peak reproductive years and thawing them in the future as needed. FEB's patent-pending [LANDA TECHNOLOGY](#), developed by Antoine La and Dr. David Diaz at their California laboratories, has already yielded 54 pregnancies and nearly 50 live births, among the highest of any single IVF center. The technique has resulted in a 91 percent egg thaw survival rate and yielded high pregnancy rates of 53.4 percent. Worldwide, the number of babies born from frozen eggs is estimated at more than 500.

"We've learned that by using the LANDA Technology, the viability of the embryos that are developed from frozen eggs of women less than 37 years old approaches the success achieved from frozen embryos," said [David Diaz, M.D., FACOG](#), founder of Frozen Egg Bank, Inc.

### **FROZEN DONOR EGG BANK ([www.FrozenEggBankInc.com](http://www.FrozenEggBankInc.com))**

While sperm banking has existed for many years, the nationwide Frozen Egg Bank is among the first to catalogue the frozen eggs from dozens of carefully screened young egg donors, making them available to patients whose best chance for pregnancy is with donor eggs. The frozen eggs can be shipped between the network clinics, simplifying the procurement of donor eggs for intended parents and making it more affordable. Patient clients can enter preferences about their preferred donor's ethnicity, hair and eye color and view the donor's photo instantly online by requesting a private password from FEB. To insure uniformity and quality control, member clinics must meet specific criteria demonstrating their proficiency in embryo laboratory skills and receive personalized training with ongoing technical support.

"By having a network of egg freezing centers, we are able to refer patients to their nearest FEB affiliated center for the purpose of utilizing the frozen eggs from the donor. We are able to transport the oocytes of a particular donor that is being requested by a patient in another state," said David Diaz, M.D., FACOG.

Potential parents have the option of using fresh donor eggs, however purchasing frozen eggs is less expensive and the intended mother's menstrual cycle does not need to be synchronized with the donor's cycle. Costly travel



expenses and compliance problems are also eliminated. Additionally, eggs also can be reserved from the same donor in order to have a second child in later years.

While some groups like the American Society of Reproductive Medicine (ASRM) consider the technique investigational, the network clinics perform egg freezing under Institutional Review Board (IRB) supervision.

Frozen Egg Bank, Inc, located in Orange County, California, uses leading-edge technology to provide a cost-effective alternative to traditional egg donation for women unable to conceive with their own eggs. Dr. Diaz is among a select group of fertility specialists taking part in the Hope Registry, a patient database sponsored by EMD-Serono, a major pharmaceutical company tracking the safety and efficacy of egg freezing.

Frozen Egg Bank expects to expand into all major US population centers as egg freezing becomes more mainstream. To request additional information about our services, visit [www.EggFreezing.com](http://www.EggFreezing.com) or call (877) 978-4747.

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You can read the online version of this press release [here](#).



## Selkie Software Expands Industry Partnerships

*Selkie Software, the premium data recovery and migration software from Tugboat Enterprises, is expanding industry partnerships to offer its customer loyalty program to more companies on a first-come, first-serve basis. Industry partners will be able to offer their customers exclusive discounts on Selkie Software's premium data recovery software in special campaigns.*

(PRWEB) November 12, 2009 -- Selkie Software, the premium data recovery and migration software from Tugboat Enterprises, is expanding industry partnerships to offer its customer loyalty program to more companies on a first-come, first-serve basis.

"We have proof of concept on this promotion," says CEO Judi Tyabji Wilson, "we have seen how our partners receive rave reviews when they offer our software to their customers on an exclusive, special discount basis. Now we want to interview other prospective partners to see where the next promotion should focus."

The industry partnership that is so successful in this tough economy is one where Selkie Rescue is offered to the partner's customers in an exclusive promotion, and Selkie Software's customers receive a promotion from the industry partner too. "It's an online campaign only, so it's fast, simple, and not intrusive," says Marketing Manager Matt Bleicher, "we wanted to gauge the response with the first couple of partnerships, and it's been phenomenal, so it's time to see where we should expand."

Selkie Rescue is fast, secure data recovery and migration from Windows systems, and Macs with Intel OS. Selkie's unique value proposition and the ease of use are popular with customers desperate to find a way to safely move files, either after the blue screen of death or because they are upgrading to Windows 7 from an older computer. "When you want to move or recover files, there is no better option," says Wilson. "We are screening potential partners now to see who is a good fit for this deal."

Selkie Software is proud to be named an Emerging Vendor by Channel Reseller News in 2008 and 2009. For more information, send a note to [info\(at\)myselkie\(dot\)com](mailto:info(at)myselkie(dot)com)

To buy the product or try free downloads see [www.SelkieRescue.com](http://www.SelkieRescue.com), [www.SelkieFreedom.com](http://www.SelkieFreedom.com) or [www.SelkieSoftware.com](http://www.SelkieSoftware.com)

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You can read the online version of this press release [here](#).



## **“Dreams Come True” -- Disney Precious Collections to be Featured Product at New Orleans Museum of Art (NOMA) during Disney Retrospective**

*Disney Precious Collections, Fine Disney Jewelry For Children, has been selected as the featured product during Dreams Come True: Art of the Classic Fairy Tales from the Walt Disney Studios, at The New Orleans Museum of Art in New Orleans from November 15, 2009 - March 14, 2010.*

New York, NY (PRWEB) October 15, 2009 -- Disney Precious Collections, Fine Disney Jewelry For Children, has been selected as the featured product during Dreams Come True: Art of the Classic Fairy Tales from the Walt Disney Studios, at The New Orleans Museum of Art in New Orleans from November 15, 2009 - March 14, 2010.

This once-in-a-lifetime exhibition, which cannot be seen anywhere else, is set to coincide with the premier of Disney's newest animated feature film, *The Princess and the Frog*. The exhibition will feature 600 original works instrumental in the development of animated features such as *Snow White and the Seven Dwarfs*, *Cinderella*, *Sleeping Beauty*, *The Little Mermaid* and *Beauty and the Beast*. In addition, there will be artwork from *The Princess and the Frog*, an animated comedy from the creators of *The Little Mermaid* and *Aladdin*. This current version of the princess and the Frog is set in New Orleans during the 1920s Jazz Age, and is due for release Christmas, 2009.

“We are delighted to present this magical exhibition in New Orleans,” said “NOMA director E. John Bullard. “Children will love seeing their favorite Disney characters in a museum setting and adults will be taken by the technical skill and emotional depth reflected in these works. It was Disney animators who really led the way in the 20th century toward establishing animation as a serious art form.” The exhibition will also feature a children's section celebrating Disney's connections with jazz music and the Crescent City. The artworks, on loan from the Walt Disney Studio Animation Research Library, will be accompanied by film clips to demonstrate how individual sketches and paintings lead to a finished celluloid masterpiece.

To commemorate the release and exhibit, Disney Precious Collections has produced a limited edition pendant that features the distinctive 3-pointed Princess crown, cherished by little girls all over the world. Crafted in 14KT Gold and fine gemstones, this one-of-a-kind keepsake pendant will be available only at the New Orleans Museum of Art and select Disney Precious Collections retailers.

“We are thrilled to be a part of this unique event and believe strongly in the importance of what Disney has represented to children throughout the years, especially little girls, the true inspiration for the Disney Precious Collections,” says Jack Gindi, Marketing Director of Disney Precious Collections. “To be featured at such a world renowned venue as the New Orleans Museum of Art and to have our [Disney jewelry](#) stand alongside such respected and revered Disney artworks, is a true honor to our team.” Disney Precious Collections features two distinct lines of fine [children's jewelry](#) designed to be treasured gifts for little girls of all ages. “Because of the emotional significance of the Disney brand and the high-quality of this line, we feel the Disney Precious Collections provides an opportunity for the gift giver to make a lasting impression on a child and in the process



create the type of lifelong memory that is so critical in making a girl feel confident, secure and loved.”  
About Disney Precious Collections

The Enchanting Gemstones collection features 14KT gold, diamonds and precious gems. Each piece, such as [Cinderella's Glass slipper](#) or [Snow White's Poison Apple](#), is meticulously designed to capture the magic of Disney.

The Enduring Enamels Collection is comprised of handcrafted 14 KT gold and brightly painted enamel designs that help bring to life the timeless Disney characters that little girls have grown up with and grown to love, such as Mickey and Minnie Mouse, Winnie the Pooh and of course the magical and enduring [Disney Princesses](#).

#### Further Information

For more information on Disney Precious Collections, visit [www.preciousjewelrycollections.com](http://www.preciousjewelrycollections.com).

For more information on Dreams Come True: Art of the Classic Fairy Tales from the Walt Disney Studios exhibit at NOMA, visit [www.noma.org/dreams](http://www.noma.org/dreams).

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You can read the online version of this press release [here](#).



## **VIVA Creative Produces Content for Women’s Campaign International Fundraiser**

*US VP Biden is Honored at Star-Studded WCI Gala in NYC*

Rockville, MD (Vocus) November 12, 2009 -- VIVA Creative ([vivacreative.com](http://vivacreative.com)), a global experiential communications agency focused on content creation, live event production, virtual events, and mobile content delivery, today announced its support of Women’s Campaign International (WCI).

VIVA contributed to WCI’s second annual fundraiser, “All the Difference in the World,” with pro-bono content services. VIVA delivered video content to help WCI honor those who support and advance the empowerment of women across the globe.

“We know the power of content to engage audiences and inspire people to take action,” said Lorne Greene, founder and Chief Executive Officer of VIVA Creative. “VIVA was pleased to offer our content services to Women’s Campaign International, an organization that truly supports women worldwide.”

Honorees at this year’s event included: US Vice President Joseph R. Biden. Jr., author of the landmark Violence Against Women Act; John Legend, six-time Grammy Award winner and founder of the Show Me Campaign; Sheryl WuDunn, Pulitzer Prize-winning author and co-author with her husband Nicholas Kristof of the new book *Half the Sky*; Goldman Sachs’ 10,000 Women Initiative, a five-year campaign to foster greater shared economic growth by providing 10,000 underserved women around the world with a business and management education; and emcee Mariska Hargitay, Emmy Award-winning actress and star of NBC’s *Law & Order: Special Victims Unit*.

The Vice President was introduced by his sister and WCI trainer, Valerie Biden Owens and discussed the invaluable importance that women bring to families and community development worldwide, as well as the Obama administration’s commitment to women’s empowerment both in the United States and around the world.

The event raised more than \$200,000 which will help support WCI’s rapid response programming in post conflict countries to fund programs such as a safe house in Liberia for young girls who have survived rape and sexual assault. There, WCI works to support the young women so that they can get an education and begin to recover from their traumatic experiences.

### About VIVA Creative

VIVA Creative is a global experiential communications agency focused on content creation, live event production, virtual events, and mobile content delivery. Fusing creativity with technology, the company helps organizations engage target audiences, build brand loyalty, and achieve business results. The award-winning VIVA team delivers innovative solutions for clients across the U.S. including General Electric, Novartis, AOL, Avaya, AIPAC, Daiichi-Sankyo Pharmaceuticals and the United States Department of Agriculture. VIVA is headquartered in Rockville, MD with offices throughout the United States. For more information, please visit [www.vivacreative.com](http://www.vivacreative.com) or call 301.670.9700.



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## Search Marketing Expert to Speak on Post-Click Marketing at PubCon Conference in Las Vegas

*Janet Driscoll Miller, president and CEO of Charlottesville, Va.-based Search Mojo, will speak at the PubCon Conference at the Las Vegas Convention Center today, Wednesday, November 11 at a session entitled, “Increase Your Post-Click Conversion Performance”.*

Las Vegas, NV (Vocus) November 11, 2009 -- Janet Driscoll Miller, president and CEO of Charlottesville, Va.-based Search Mojo, will speak at the PubCon Conference at the Las Vegas Convention Center today, Wednesday, November 11 at a session entitled, “Increase Your Post-Click Conversion Performance”. Miller’s presentation will cover landing page optimization and [post-click marketing](#) – optimizing the actions search engine visitors take once they reach a website. Speaking with Miller will be George Aspland, President of eVision, LLC, and Brian Massey, Conversion Scientist at ConversionScientist.com.

“I’m looking forward to sharing our case study data and findings on landing pages and [post-click marketing](#) with the attendees at PubCon,” said Miller. “Landing pages and post-click marketing are the determining factor in whether a website captures a lead or makes a sale. It’s crucial to ensure that the message a visitor sees and the call-to-action on the page are compelling to drive a conversion.”

In one case study of landing pages created for a search engine advertising campaign on Google, custom-created landing pages that featured a sign-up form and specific information relating to the advertisement generated a 12.5% conversion rate while the traditional pages on the website only garnished a 2.5% conversion rate at best.

“More conversions means more leads or sales,” said Miller, “and in today’s economy, instead of necessarily dumping more money into advertising, companies really need to be focusing on how to improve landing pages and [post-click marketing](#) to convert more of the traffic they already have. I plan to share best practices and techniques with the PubCon audience.”

### About Janet Driscoll Miller

Janet Driscoll Miller has over ten years of search engine marketing and business-to-business (B2B) lead generation experience. She has spoken at many search engine marketing conferences including Search Engine Strategies and PubCon, has published articles in B2B Magazine, Visibility Magazine and others, and contributes to several blogs, including Search Marketing Sage, Marketing Pilgrim and Search Engine Journal. She holds a degree from James Madison University in Communications and Graphic Arts.

### About Search Mojo, Inc.

Search Mojo specializes in lead generation through search engine marketing services. Founded in 2005, Search Mojo uses the latest information and techniques to help companies improve their organic search engine rankings as well as improving pay-per-click advertising performance. Learn more about Search Mojo at [www.search-mojo.com](http://www.search-mojo.com) or read our blog, Search Marketing Sage, at [blog.search-mojo.com](http://blog.search-mojo.com).



#### About PubCon

PubCon is a multi-track educational conference hosted by SearchEngineWorld and WebmasterWorld. PubCon events are for thought leaders and professionals in search engine and Internet marketing to gather and to share best practices in the design, development, promotion and marketing of their Internet businesses and brands. Learn more about PubCon at [www.PubCon.com](http://www.PubCon.com).

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## Getting Kids To College: Women Drive the Planning, but Take a Back Seat on Finances

*74% of women say it's very important for kids to go to college, but one third say someone else directs the financial planning. Poor financial planning can put kids' future, women's retirement at risk.*

New York (PRWEB) November 10, 2009 -- Women are highly committed to getting their kids to college and drive most households' college planning--but many take a back seat when it comes to college savings, according to the results of a nationwide survey of parents of pre-college age children released today by OppenheimerFunds, Inc. (OFI).

Nearly three quarters--74%--of 1,099 women polled said it's very important for their children to obtain a college degree, compared with 66% of 559 men polled. However, in households that have begun planning financially for college, primary responsibility for this critical exercise most often belongs to men.

"Women are typically the key force getting kids ready for higher education--everything from meeting with teachers, to helping with homework, to helping to identify the right college," said Donna Winn, president and CEO, OFI Private Investments Inc. "But preparing kids academically for college without planning for how to pay for it is like designing a house with no money to build it." By not being very heavily involved in the college financial planning process, women may risk not achieving one of their most cherished dreams for their children: a college diploma and a strong "launching pad" for adult life.

### Lack of Involvement in College Savings Planning Now Means Women Pay the Price Later

Poor college financial planning on behalf of her kids can also impact a mother's own future, financial security, the OFI poll indicates. About eight of 10 women agree that it's important to plan financially for retirement and [college costs](#) at the same time. But only 10% of women strongly agree that they have such plans in place.

"If women don't manage the college saving process well, their retirement could take a hit," Winn said. "They could end up paying college costs out of their own retirement funds--or subsidizing a child who 'failed to launch' because of heavy college debt. Either way, women need to match their fervent devotion to the cause of college with much more attention to the financial side of the equation."

Women also are less likely than men to know how much their household has saved for college (56% vs. 65%) and less likely to have a college savings goal (40% vs. 46%).

Yet women realize they could do better at financial planning for college costs. While about half of women give themselves an A or B grade for their overall college planning efforts, nearly six of 10 give themselves a C or worse for their college savings efforts.

"Women owe it to their kids--and themselves--to take ownership of the college financial planning challenge," Winn said. "Women--and especially women planning on their own--need to know too that there are lots of



external resources that can help jump-start the financial planning process."

OppenheimerFunds sponsors an educational Website, [collegewithinreach.com](http://collegewithinreach.com), that offers information, guidance and tools for all aspects of the college planning process, including information on [scholarships and financial aid](#), as well as investment vehicles like [Coverdell Accounts](#), [UGMA/UTMA Accounts](#), and [529 plans](#). Information specifically geared toward the college financial planning goals of women can be found at [www.collegewithinreach.com/moms/](http://www.collegewithinreach.com/moms/).

About the Survey: The OppenheimerFunds poll was conducted online between September 25 and 29, 2009 by the national polling firm Mathew Greenwald & Associates. To qualify for the study, respondents had to be parents of a child age 18 or younger who is not currently attending college. A similarly-sized random sample of 1,725 respondents would have a margin of error at the 95% confidence level of plus or minus 2.4 percentage points. Sixty seven parents in the national sample indicated that no one was responsible for planning for their children's college education; these parents did not respond to the poll's specific questions about college planning behavior and savings levels.

About [OppenheimerFunds, Inc](#) and [OFI Private Investments Inc.](#): OppenheimerFunds, Inc. (OFI) is one of the nation's largest and most respected asset management companies. Oppenheimer Private Investments Inc. (OFIPI), a subsidiary of OppenheimerFunds, Inc., helps individuals, institutions and nonprofit organizations work toward their financial goals by offering a diverse range of tailored investment products and services, including investment management services for 529 college savings and prepaid plans.

Investments in 529 college savings plans are neither FDIC insured nor guaranteed and may lose value. Please note the plan's disclosure document includes details such as investment objectives, risks, charges and expenses, and other information that investors should read and consider carefully before investing.

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You can read the online version of this press release [here](#).



## **Annie Oakley Perfumery Introduces Fragrance Made for Horses**

*Introducing the first-ever line of natural fragrances & oils made for horses to sniff.*

Ligonier, IN (PRWEB) November 12, 2009 -- Annie Oakley Perfumery, a leader in the development and sale of organic perfumes and oils for the western enthusiast, recently launched a line of products specifically made for horses. The Journeys™ collection includes three products for use as [natural horse training tools](#) to prevent anxiety, calm nerves, and gain focus of the horse. The products all contain a unique Calming Lavender™ fragrance, and include:

- Calming Lavender Muzzle Oil Rub™ - to rub onto the horse's muzzle before riding or training
- Calming Lavender Ranch & Stall Spray™ - for spraying blankets, training areas, and trailers
- Calming Lavender Pure Essential Oil™ - for rubbing into reins, tack, and saddles

Annie Oakley Perfumery was inspired to create the Journeys™ line after hearing from vets, farriers, owners, and trainers, all looking for [supplements to calm horses](#) so they could feel and perform better.

According to Elizabeth Graves, owner of Shades of Oak LLC, and nationally renowned equine clinician, trainer, judge, and author, "Journeys is a great tool to use for a horse when traveling in a trailer, riding in new and unfamiliar areas, or during stressful situations. The horse creates an association with the lavender scent that he already knows and can associate with good experiences."

Graves adds, "For training sessions, Journeys develops a horse's focus and attention, negating the need for the handler to use harsher training methods. It is an amazingly effective tool."

Lavender has long been regarded by professional horseman as an effective natural tool for calming horses. Combining this knowledge with years of perfumery experience, Annie Oakley created an organic blend of [lavender essential oils for horses](#). And while most things that are good for you don't always taste or smell good, horses seem to love the scent. According to Graves, "my horse takes it up each nostril separately, literally moving his head to do this. It's one of my favorite [healthy horse treats](#) and sure beats sugar cubes!"

"I have always created products using only all-natural ingredients," says Renee Gabet, Founder and President of Annie Oakley. "It seemed a perfect fit to create a line of products for horses and riders using the finest organic lavender oil blend. "

"For horsemen, nothing could be better than training a horse in the gentlest, most effective way. For retailers, I believe they will see incredible interest and sales for Journeys. Nothing else like it exists. Offering a fragrance for horses is a true first and a major new market opportunity for anyone who sells to horse owners and riders," Gabet adds.

Annie Oakley Perfumery, founded in 1980, has created natural organic essential oils, fragrances, and bath and



body products for people for over 25 years. Ms. Gabet studies and works with the top global herbalists, aromatherapists, universities, and perfumers to create, manufacture, and market unique oils and fragrances. The Journeys Collection is their first product specifically for horses.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**



## **Total Career Success – Dr. Allen Saville, Executive Coach on Achieving Peak Performance and Developing a Coaching Culture**

*November 16, 2009 VoiceAmerica Radio Show Features. Dr. Allen Saville, Executive Coach, attorney and author of *The Elements of Performance and Creating a [Coaching](#) Culture*, shares strategies for achieving top performance and for developing a coaching culture.*

Houston, TX (Vocus) November 12, 2009 -- Dr. Allen Saville, Executive Coach, attorney and author of *The Elements of Performance and Creating a Coaching Culture*, will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, November 16. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide [job search assistance](#) and [career development](#). With over 30 years of leadership consulting and coaching experience in diverse industry and government environments, Dr. Saville is a recognized thought leader in organizational performance and performance-based coaching to empower people and teams to achieve more. Dr. Saville shares strategies for achieving top performance and for developing a coaching culture. Learn from a skilled coach the secrets to:

- Turning a shared vision into peak performance;
- Building trust and empowering others through a coaching culture;
- Retaining talent through effective communications and competency development;
- Leading change for organizational growth and performance improvement.

Allen Saville demonstrates that the coaching process is performance-based and linked to competencies needed for peak performance. Coaching is not only a learning opportunity for both coach and coachee, but a developmental process that begins with a purpose, focuses on increased effectiveness and efficiency, and ends with realized individual, team and organizational potential.

Show co-host Sheryl Dawson shared, “Allen brings a unique blend of skills and experiences to the challenges every organization and leader faces. Regardless of your industry or function, you can gain insight on what to do and not to do to improve your performance as well as the performance of others.”

Co-host Ken Dawson added, “Peak performance is not for the faint of heart. Nor is it confined only to the lucky few who were born in the right place with the right parents or who went to the right schools or who got the right breaks in their careers.”

Dawson added, “Everyone can become a peak performer or a top performer. The keys to success for the individual and the organization are found in an understanding of what performance is and how coaching can develop even the bottom of the bell curve!”

The show will air live at 11 a.m. - noon Central on November 16, 2009. To listen, please visit [Voiceamerica.com](http://Voiceamerica.com) and search for Total Career Success. The archived show will be available for replay or download at the Total Career Success website, or from iTunes <http://www.itunes.com/podcast?id=311541702>



## About Dr. Allen Saville, Executive Coach

Dr. Allen Saville, Executive Coach, attorney and author of *The Elements of Performance* and *Creating a Coaching Culture*, has over 30 years of leadership consulting and coaching experience in diverse industry and government environments. Dr. Saville is a recognized thought leader in organizational performance and performance-based coaching to empower people and teams to achieve more. Allen has a personal passion and commitment to peak performance, mentoring, unlocking the potential of talent, cultivating high performance, empowering people and creating a coaching culture. He has helped CEO's and "C" level leadership teams deal with and integrate complex management systems, strategic planning, organizational design, learning and development, merger integration, and culture change. He has served recently as Vice President Consulting for Petrotechnics. Earlier in his career, Allen was a principal consultant with Pritchett & Associates, National Director of Consulting Skills Education at Ernst & Young, and National Director Management Education & Organizational Development with Arthur Young. Allen has a doctorate in Planning and Management systems and Masters in Planning from Virginia Polytechnic Institute and State University, Juris Doctorate from the University of Virginia School of Law, and BA in Political Science from the University of Richmond. In addition to his books, he has authored numerous articles and presented on mergers & acquisitions, merger negotiations, culture change, leadership, quality and performance. He has been adjunct professor for Leeds School of Business, University of Colorado, University of Richmond, and Virginia Polytechnic Institute and State University. For more information visit [Saville.us](http://Saville.us)

## About Total Career Success

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Talk Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of [Job Search: The Total System](#), 3rd edition. They have served corporations in [outplacement](#) and career development as well as [talent management optimization](#) for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of [career development](#) issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations. For more information, visit [totalcareersuccess.com](http://totalcareersuccess.com) and [dawsonconsultinggroup.com](http://dawsonconsultinggroup.com)

###

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image





## **Weight Loss Authority Starlight International Offers Powerful Series of Video Tips for the Holidays to Help you Lose Weight**

*WeightLossReality.com starts series on Holiday Weight Loss November 16th, 2009. These "how to lose weight during the holidays" video tips will be short and full of powerful weight loss ideas to look slimmer and trimmer during the holidays.*

Monterey, CA (PRWEB) November 12, 2009 -- Starlight International, one of the premier weight loss companies for the last 16 years, is planning on starting a video series on their [weightlossreality.com](http://weightlossreality.com) blog --and through other digital media -- called "Holiday Weight Loss Secrets." They will be featured on their blog as well as on online videos, tweets, as well as will be featured on podcast sites and itunes. They also will be featured on facebook, LinkedIn, Activerain, and other social networking sites.

"Holiday Weight Loss Secrets will be a series of posts and tweets across the social media realm that will help people lose weight during the Holidays and burn fat and not gain those extra pounds," says Steven Goldberg.

Steven Goldberg, president and founder of Weight Loss Authority Starlight International, says, "People during the holidays are not looking forward to gaining that traditional 5 or 10 pounds that so many do due to overeating. We are going to educate them on how to avoid that, and also to accelerate the fat burning process as well. These Holiday Weight Loss Tips will be daily, starting November the 16th and will be featured though January 5th, 2010. These Weight Loss Holiday Tips also will be free as we want to help as many people as we can lose weight during the holidays."

Goldberg went on to say that they were going to put all the tips after January 5th in a free ebook that could be downloaded from [weightlossreality.com](http://weightlossreality.com) as their way of saying Happy New Year and a keep the weight off year.

Featured writers of the Weight Loss Holiday Tips will come from many powerful sources, including Alan Roberts, MS, President of Nutrition Innovation and developer of many nutrition and weight loss products, Joan Fodor, Weight Loss Author, Jodi Andros, Weight loss blogger and trainer, plus many other weight loss sources that Goldberg has worked with.

"These tips will more than likely end up all over the internet," Goldberg said. "That is our vision-helping the masses lose weight and do it long term through our [weightlossreality.com](http://weightlossreality.com) and other resources we offer. These tips will help educate on how to do that effectively."

Goldberg is best known throughout the Hollywood community as a successful producer in the TV industry. Some of his projects include the show Funhouse, College Madhouse as well as Alvin and the Chipmunks, among many other successful touring projects. He founded Starlight International back in 1992 and the company has since gone on to do over \$800 Million in sales with a weight management product called NaturalTRIM and NaturalTRIM3X and also other cutting edge nutritional supplements.

For additional information go to:



<http://www.weightlossreality.com>

About Steven Goldberg:

Steven has spent more than 25 years as a successful Hollywood producer before founding Starlight International in 1992 with his wife, Elvia. Starlight International is located in Monterey, California.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Telesummit Series Launches to Help Entrepreneurs Create a 2010 Marketing Blueprint**

*Marketing consultant hosts five-part teleseminar series to help business owners create an effective and easy to implement marketing plan. Each attendee will walk away with an actionable marketing plan to kick-off 2010.*

(PRWEB) November 12, 2009 -- Kristie Lorette, marketing consultant and copywriter, announced a five-part teleseminar series to share her vast knowledge of cutting-edge and proven low- and no-cost marketing techniques for business owners to design a marketing blueprint for the 2010 business year.

The free preview teleseminar titled “Blueprint to Marketing: How and Why to Put Some Action in Your Marketing Plan” takes place on November 17, 2009 at 1:00 PM Eastern Time. Participants can discover strategies to effectively pave the roadmap to success; learn proven tactics for boosting revenues; and how creating the right marketing plan can make a positive difference before becoming overwhelmed.

The series continues November 24-December 15, 2009 with a comprehensive lineup of topics, techniques and strategies that walk business owners through putting together a strategic marketing plan in a step-by-step manner. Teleseminar participants walk away with a marketing blueprint, customized for their businesses containing proven solutions for creating, launching and maintaining an effective marketing program throughout the year. One new call will be hosted each Tuesday at 1 PM Eastern Time.

“Many businesses pay for a professionally written marketing plan that reads like Greek to the business owner and winds up collecting dust in a desk drawer. The Blueprint to Marketing teleseminar series walks business owners step-by-step through creating an effective marketing plan that they understand and learn how to implement on their own. With the New Year right around the corner it’s prime time for getting strategic marketing plans in order,” says Kristie Lorette.

Register for the free preview call or for the entire telesummit series at [www.blueprinttomarketing.com](http://www.blueprinttomarketing.com).

### About Kristie Lorette

Copywriter and marketing consultant, Kristie Lorette, is passionate about helping entrepreneurs and businesses create copy and marketing pieces that sizzle, motivate and sell. It is through her over 14 years of experience working in various roles of marketing, financial services, real estate and event planning, where Kristie developed her widespread expertise in advanced business and marketing strategies and communications. Kristie earned her BS in marketing and BS in multinational business from Florida State University, and her MBA from Nova Southeastern University. For more information about her Blueprint to Marketing teleseminar series, visit [www.blueprinttomarketing.com](http://www.blueprinttomarketing.com).

###





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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **BBQs Nationally Fire Up for the Coles Great Aussie Sausage Sizzle**

*Coles set to raise more than \$100,000 for the McGrath Foundation*

(PRWEB) November 11, 2009 -- Coles is asking Australians to throw on their aprons and grab a pair of tongs to help celebrate the launch of the [Coles Great Aussie Sausage Sizzle](#) to support the McGrath Foundation.

From 14 to 20 November, Coles hopes to raise \$100,000 to support the McGrath Foundation, by donating 50 cents from each specially-marked pack of its new Coles Butcher range of Sausages -- that's over 200,000 packs of snags.

During this week Coles will encourage families, schools, sporting clubs and workplaces to fire up the barbie and host their own [Great Aussie Sausage Sizzles](#), while celebrating with sausage sizzles in more than 150 Coles stores nationwide.

The Coles Great Aussie Sausage Sizzle marks the launch of the new and improved range of Coles Butcher sausages that have been quality tested to guarantee customer satisfaction. The range includes the award winning pork sausage, their best ever reduced fat sausage and a range of new flavours that Australians will love including; Beef and Caramelised Onion, Italian Pork and Chilli Beef. The specially marked [Coles Butcher sausages](#) are available from \$4.49 at all stores nationwide.

Glenn McGrath, Co-Founder and Chairman of the McGrath Foundation, said the Great Aussie Sausage Sizzle is an occasion to get together to support a worthy cause.

"There is nothing more Australian than a BBQ, so we're delighted to have Coles' support by hosting the Coles Great Aussie Sausage Sizzle. We're really hoping communities around the nation will take part to show their support for the McGrath Foundation," Glenn said.

Amber Collins, Coles' Housebrand General Manager said Coles hoped to raise more than \$100,000 from the Coles Great Aussie Sausage Sizzle to help fund additional McGrath Breast Care Nurses right across Australia.

"We're excited to launch the Coles Great Aussie Sausage Sizzle. Not only does it support a worthwhile cause, it's about bringing families and communities together, so I think it'll be a lot of fun too," Ms Collins said.

"Our Mums Panel members are particularly looking forward the initiative, with many already planning Great Aussie Sausage Sizzles."

Anna Kortekaas, member of the Coles Mums' Panel will be one of many mums on the panel registering to host a Coles Great Aussie Sausage Sizzle with family and friends to raise money for the McGrath Foundation.

"Jane McGrath is a great inspiration to all of us on the Coles' Mums Panel, and I'm looking forward to doing my

bit to raise money and help continue Jane's vision of a breast care nurse for every woman in Australia diagnosed with breast cancer and her family," Mrs Kortekaas says.

How to get involved during 14 to 20 November:

- Host your own Great Aussie Sausage Sizzle and ask guests to make a donation. Register at ["www.colessausagesizzle.com.au"](http://www.colessausagesizzle.com.au) to receive a fantastic event kit, including a 50% off coupon for your purchase of Coles Butcher sausages to kick start your event
  - Purchase specially marked Coles Butcher Sausages – 50 cents from each pack purchased will be donated to the McGrath Foundation between 14-20 November 2009
  - Drop into one of the Coles stores hosting a Great Aussie Sausage Sizzle and pick up a snag
- For more information, visit ["colessausagesizzle.com.au"](http://colessausagesizzle.com.au).

#### About the McGrath Foundation

The McGrath Foundation was founded by Jane and Glenn McGrath after Jane's initial recovery from breast cancer. The McGrath Foundation aims to raise money to place McGrath Breast Care Nurses right across Australia as well as educating young women to be breast aware. To find out more about the McGrath Foundation and how you can help make a difference, please visit ["mcgrathfoundation.com.au"](http://mcgrathfoundation.com.au).

#### About Coles Mums' Panel

Coles Mums' Panel is a national online forum of mothers who test Coles housebrand products against leading brands. Formed in 2008 and now with 2500 mums providing vital feedback, the industry-leading partnership ensures Coles customers can buy housebrand products with confidence.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **RE/MAX Executive Lauds Extension of Home Buyer Tax Credit Will Help Chicago Real Estate Market, Especially Condos**

*The extension and expansion of the tax credit for home buyers that was signed into law by President Obama should help the metropolitan Chicago real estate market continue its recovery, according to Jim Merrion, regional director of the RE/MAX Northern Illinois real estate network. The credit will be especially helpful for the battered condominium market, which has experienced a dramatic reduction in activity over the last 12 months.*

(PRWEB) November 11, 2009 -- The extension and expansion of the tax credit for home buyers that was signed into law by President Obama should help the metropolitan [Chicago real estate](#) market continue its recovery, according to Jim Merrion, regional director of the RE/MAX Northern Illinois real estate network. The credit will be especially helpful for the battered condominium market, which has experienced a dramatic reduction in activity over the last 12 months.

"In the Chicago area, condominiums are often the first type of home that people buy, especially singles and young couples," Merrion said. "Extending the \$8,000 credit for first-time buyers and raising the income limits to \$125,000 for singles and \$225,000 for couples will broaden its impact. In order to claim the credit, a home must be under contract by the end of April and closed by the end of June. That should provide the incentive needed to get the 2010 housing market off to a strong start."

Merrion says that a new provision, offering a credit of up to \$6,500 to existing homeowners who have owned their residence for at least five years, also will boost the local housing market.

"This portion of the credit will motivate those who already own a condo or other home and are interested in upgrading," he said. "Many in that situation have been watching the opportunities available in the housing market, and the tax credit will give them the added resources required to make the move they have been contemplating."

In Merrion's view, opponents of expanding the tax credit are off the mark when they contend that its effect is merely to subsidize those who would have purchased anyway and to add additional inventory to the market for existing homes.

"The first-time buyer tax credit has done a great job of getting those who have considered buying but always found other things to do with their money off the fence and into the entry-level end of the market. Now, some [RE/MAX agents](#) tell me that their market actually has a shortage of inventory suitable for entry-level buyers," he said.

"By offering the credit to existing homeowners, we should get more of that entry-level housing on the market as existing owners move up to larger homes. That beneficial impact should eventually work its way up to the higher priced segment of the housing market, where the pace of sales has declined markedly this year."

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Share the Energy During Willow Stream Spa's Season of Giving

*This is the season of giving at Willow Stream spas. Willow Stream shares the energy of the season with a special thank you and with special programs like Spa it Forward, Holiday Gift Cards, The Gratitude Circle and Willow Stream Gratitude Bowl.*

Toronto, Canada (PRWEB) -- At the end of every treatment at a [Willow Stream or Fairmont Spa location](#), spa guests are presented with a sealed Gratitude Envelope containing a surprise spa offering that can be gifted to anyone, including themselves, and used when booking spa in the future. The Spa it Forward program started October 15 and ends December 31, 2009 (with redemptions allowed until January 31, 2010) these offers include \$25.00 spa credits towards the purchase of a spa experience or spa retail product as well as a Spa it Forward Gratitude envelope that includes a "Day of Spa" for two 90 minute treatments and a spa bento box lunch.

### Willow Stream Spa Gift Cards

When guests purchase spa gift cards of \$250.00 or more this season, Willow Stream will include a special added gift. Gift cards for women will be presented in Willow Stream's beauty travel bag (a \$25.00 retail value). These beautiful and fashionable bags are great travelers and the element stone design is exclusive to Willow Stream spas. If purchasing spa gift cards for men, Willow Stream will include a Power Shower gift set for men, which includes Willow Stream's energizing shower products presented in a pre-wrapped gift bag presentation.

### Willow Stream's Gratitude Circle

Available exclusively at [Willow Stream Spas](#), the Gratitude Circle is an initiative that allows spa goers the chance to make an impact in their communities with an attitude of gratitude while doing something healthy for themselves. The concept is quite simple; spa guests register their unofficial group of friends at their local Willow Stream Spa. They can register their book club, golf team or neighborhood gardening group, or just their group of girlfriends. They then select a registered charity or not-for-profit to receive a percentage of spa sales every time they spa. Willow Stream then issues a charitable donation of 10% of their total spa bill (including treatments, retail and meals, excluding taxes and gratuities) to the charity of their choice, each quarter.

### The Gratitude Bowl

Willow Stream has created a new way to share the energy and excitement of the holiday season with their Gratitude Bowl. Willow Stream spa guests can participate by making sure to jot down what they are truly grateful for and place it in the Gratitude Bowl at all participating spas. Each month, the spa will draw one name from the bowl to give a \$100 gift card towards a Willow Stream spa experience.

"People feel good when they come out of the spa and receive a special surprise to pass along to a friend. Willow Stream would like to help celebrate and thank their guests and community with this program. The season of giving is a great time of year to feel and share the energy of the season." explains Anne McCall Wilson, Vice President Spas, Fairmont Raffles Hotels International.

Guests can stay connected through group threads on Facebook and Twitter pages, <http://twitter.com/willowstream>, <http://www.facebook.com/pages/Willow-Stream-A-Fairmont-Spa/77288875008>.



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## Demographics of the Labor Movement Shift Considerably over the Past 25 Years

*Almost half of union workers are women; women, Latinos, and Asians biggest gainers; only one-in-ten union jobs in manufacturing.*

Washington, D.C. (Vocus) -- Over the past 25 years, the face of the labor movement has undergone considerable change, according to a new report released today by the Center for Economic and Policy Research (CEPR).

"The view that the typical union worker is a white male manufacturing worker may have been correct a quarter of a century ago, but it's not an accurate description of those in today's labor movement," said John Schmitt, a CEPR Senior Economist and an author of the report.

The report, "[The Changing Face of Labor, 1983-2008.](#)" analyzes trends in the union workforce over the last quarter century and finds that it is more diverse today than just 25 years ago. These trends in the composition of the unionized workforce, in part, reflect similar shifts in the workforce as a whole.

"The unionized workforce is changing with the country," Schmitt continued. "The fastest growing groups in the overall economy are also the fastest growing groups in the labor movement."

The findings of the report reveal this and other shifts in union composition. Among them:

- Women now make up over 45 percent of unionized workers, up from just 35 percent in 1983. By 2020, women will be the majority of union workers.
- Latinos are the fastest growing ethnic group in the labor movement. In 2008, they represented 12.2 percent of the union workforce, up from 5.8 percent in 1983.
- Asians have seen considerable gains and made up 4.6 percent of the union workforce in 2008, an increase from 2.5 percent in 1989.
- Black workers were about 13 percent of the total unionized workforce, a share that has held fairly steady since 1983, despite a large decline in the representation of whites over the same period.
- Over one-third of union workers had a four-year college degree or more, up from only one-in-five in 1983. Almost half of union women had at least a four-year college degree.
- Only about one-in-ten unionized workers was in manufacturing, down from almost 30 percent in 1983.
- Just under half (48.9 percent) of unionized workers were in the public sector, up from just over one-third (34.4 percent) in 1983. About 61 percent of unionized women are in the public sector.



- The typical union worker was 45 years old, or about 7 years older than in 1983. (The typical employee, regardless of union status, was 41 years old, also about 7 years older than in 1983.)
- More educated workers were more likely to be unionized than less educated workers, a reversal from 25 years ago.
- Immigrants made up 12.6 percent of union workers in 2008, up from 8.4 percent in 1994.
- In rough terms, five-in-ten union workers were in the public sector; one of every ten was in manufacturing; and the remaining four of ten were in the private sector outside of manufacturing.

The full study can be found [here](#).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Proforma Asks, “What Are you Thankful For?”**

*Proforma launches thankful promotion and encourages people to send photos of what they are thankful for to thankful at proforma dot com. Every 100th completed entry receives a digital photo frame.*

Cleveland (PRWEB) -- Coming off of what was a challenging year for businesses and consumers alike, Proforma is turning the focus from the negative to the positive with the “What Are you Thankful For?” promotion. Launching on 11-10-09, the promotion encourages people across the country to submit photos of the things for which they are the most thankful. Photo submissions will be posted at [http://bit.ly/thankful\\_pics](http://bit.ly/thankful_pics), and new photos will be accepted until Thanksgiving, November 26th.

Not only is this a chance for people to share what is important to them, every 100th submission will receive a digital photo frame as a thank you from Proforma.

“We realize that this was a tough year for lots of people! With this in mind, there are still plenty of aspects of life that we should be thankful for,” said Greg Muzzillo, Founder of Proforma. “I am thankful for my family and for each and every member of my Proforma Family.”

According to Muzzillo, the concept behind the promotion is to get people to focus on the important things in life instead of the negativity that was dominating the news this past year.

“Our theme for 2010 is ‘Share the Vision,’ and we are embracing the opportunity to encourage others outside of our organization to be thankful for what they have and to look to 2010 with a renewed vision. Whether it relates to work, family or a combination of both, the New Year is going to bring with it a wealth of opportunity.”

For information about Proforma’s Thankful promotion, please visit <http://www.proforma.com/thankful/thankful.asp>.

### About Proforma

With over 30 years of experience, Proforma remains clearly focused on providing solutions to North American businesses for their graphic communications needs. A leading provider of promotional products, printing services, business documents, and eCommerce solutions, Proforma has received numerous awards and is recognized as one of the top five largest companies in our industry. Proforma serves approximately 50,000 clients through more than 700 member offices in North America. The Proforma Worldwide Support Center is located in Cleveland, Ohio. [www.proforma.com](http://www.proforma.com).

###



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## Dalai Lama Blesses the Humanitarian Efforts of Sibü Beauty

*Sibü Beauty's efforts made a noticeable difference to the Tibetan villagers and caught the attention of the Dalai Lama, ultimately leading to a meeting with His Holiness*

(PRWEB) November 11, 2009 -- 'Do the right thing' is taught to every child in kindergarten, but is a value lacking in most businesses. When [Sibü Beauty](#) continued its legacy of humanitarian efforts by taking an active role in improving the lives of the women of Tibet, His Holiness the Dalai Lama took notice.

The main ingredient in all Sibü Beauty products is the sea-buckthorn berry, a unique superfruit carefully harvested by hand, only one month a year, high in the Himalayas by the women of the region. When Sibü [established fair trade agreements](#) with local harvesters to secure rights to this source, one major goal was, and continues to be, creating opportunity for work and fair pay to the people of the regions. As a result of these fair trade agreements, Sibü Beauty has improved the quality of life of these Tibetan villagers as well as providing a source of income for women, who can now make enough money to help the family weather the harsh Tibetan winters in just a couple of months.

Sibü Beauty's efforts made a noticeable difference to the Tibetan villagers and caught the attention of the Dalai Lama, ultimately leading to a meeting with His Holiness and Sibü co-founder Ramesh "Nico" Khanna. [During this meeting](#), His Holiness offered his blessing on the "wonderful effort" taking place every harvest season, and voiced his gratitude for the opportunity given to women in the region to work and earn fair trade compensation.

"The meeting and blessing by His Holiness the Dalai Lama is validation of Sibü's efforts to provide means for local villagers to earn fair compensation to sustain their families through the brutal Himalayan winter," said LaMar Wiscombe, CEO of Sibü Beauty. "Sibü could buy sea buckthorn raw materials on the open market for a fraction of what it costs to have it hand-harvested in the remote mountain valleys of Tibet. However, we believe in a higher cause than just profit margins."

According to company founder Bruce McMullin, "Sibü Beauty's work with the women of Tibet is just one of our initiatives to be a good corporate citizen and show that sustainability is about more than energy conservation. Sibü's products are made to the highest standards to reduce damage to the environment from chemicals, overflowing landfills and irresponsible management of our forests and other resources. Our work and [partnership with the Forest Stewardship Council](#), Tashi Foundation and Choice Humanitarian help make our world a healthier, better place for everyone."

More information about Sibü Beauty's products, humanitarian and sustainability practices are available at <http://sibubeaauty.com>

### About Sibü Beauty

Sibü Beauty ([www.sibubeaauty.com](http://www.sibubeaauty.com)) was introduced in early 2009 to provide customers worldwide with a comprehensive approach to beauty from the inside out and outside in. The Sibü Beauty product line is based on a powerful and distinctive whole food source, the seabuckthorn berry. This super food is backed by hundreds of scientific studies demonstrating its success at addressing a variety of consumer needs including improved skin



tone and texture, healthy aging and digestive health and noticeable improvements in cardiovascular fitness, energy and weight loss. More information on Sibü Beauty is available at <http://www.sibubeaüty.com>

#### About Sibü, LLC

The products of Sibü Beauty - a subsidiary of Sibü, LLC ([www.sibu.com](http://www.sibu.com)), "The Seabuckthorn Company" - are made with only premium seabuckthorn berries exclusively grown and harvested for the company in the Himalayan Mountains of Tibet. The company's meticulous harvesting process results in a more hardy and potent berry. Sibü's proprietary manufacturing process maximizes the efficacy of seabuckthorn raws, producing one of the most nutrient dense seabuckthorn products available on the market today.

The Tibetan villagers who are responsible for harvesting Sibü Beauty's seabuckthorn berries benefit from a fair trade agreement, safe and healthy working conditions and environmentally responsible practices that ensure they will enjoy the benefits of the seabuckthorn harvest for years to come.

###



### **Contact Information**

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Sibu Beauty

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **ComputerGear Catalog Announces Adopt a Teacher Program to Promote Tech, Science and Math**

[ComputerGear, Inc.](#), the expert in tech, science and math gifts since 1993, announced today its Adopt a Teacher Program to promote technology, science and math in their local community. With local school budget shortfalls affecting the teaching of math, science and technology, ComputerGear's new program will help a science or math teacher teach better without having to reach into their own pocket. In addition to free science and math-related T-shirts, classroom incentives and supplies, ComputerGear® will pay up to a predetermined amount of each teacher's non-reimbursed employee expenses used for teaching. This year's recipient, Kathryn Boudreau-Stroud teaches at Beaver Lake Middle School in Issaquah, WA.

Woodinville, WA (PRWEB) November 10, 2009 -- [ComputerGear, Inc.](#), the expert in tech, science and math gifts since 1993, announced today its Adopt a Teacher Program to promote technology, science and math in their local community. With local school budget shortfalls affecting the teaching of math, science and technology, ComputerGear's new program will help a science or math teacher teach better without having to reach into their own pocket. In addition to free science and math-related T-shirts, classroom incentives and supplies, ComputerGear® will pay up to a predetermined amount of each teacher's non-reimbursed employee expenses used for teaching. This year's recipient, Kathryn Boudreau-Stroud teaches at Beaver Lake Middle School in Issaquah, WA.

"ComputerGear was founded in 1993 to make technology fun and promote math and science. With national math and science test scores slipping and recent local school budget shortfalls affecting the teaching of math and science in our schools, we've decide to reach out and "adopt" a science teacher who's making a difference," said Terry Powers, ComputerGear, Inc. spokesperson. "In doing so we can further our mission statement and help a teacher teach better without having to reach into their own pocket. We're proud to sponsor Kathryn Boudreau-Stroud at Beaver Lake Middle School this year and challenge other businesses to do the same."

In addition to free science and math-related T-shirts, classroom incentives and supplies, ComputerGear will pay up to a predetermined amount of each teacher's non-reimbursed employee expenses used for teaching supplies.

Kathryn Boudreau-Stroud teaches science to grades 6-12 at Beaver Lake Middle School (BLMS) in Issaquah, WA. She is a KTCS 2007 Golden Apple Award winner. BLMS is the only school in the Issaquah School District with a Science Olympiad team and she inspired two teams of 15 students each to compete last year. They won 2nd place in the Western Washington Regional Science Olympiad with 72 medals overall and competed in the statewide competition. Ms. Boudreau-Stroud is known for using newspaper articles, puzzles, poems and riddles to pique her middle schoolers' interests and provoke scientific inquiry. Her teaching style includes a little cognitive dissonance that prompts students to seek out answers in the scientific method.

"I'm so excited about this extraordinary opportunity and I'm floored," said Kathryn Boudreau-Stroud. "It's a dream come true. We're already working on a Science Olympiad T-shirt contest for each team this year. And of course it means more balsa wood for science experiments!"



The KCTS Golden Apple Awards are sponsored by KCTS Television and reward teachers and programs making a positive difference in Washington state education in grades pre-K–12. For more information on the Golden Apple Awards contact Daphne Adair at (206) 443-6791 or [ComputerGear, Inc.](#)

Over 100 middle and high schools participate in the Washington State Science Olympiad events that are designed to enhance and strengthen both science content and process skills. For more information on the Washington State Science Olympiad program contact Sue Murphy at (509) 359-6809 or [ComputerGear, Inc.](#)

ComputerGear sells a wide range of fun and educational tech, science and math gifts through their web site and mail order catalog since 1993. Corporate offices are at 19510 144th Ave NE #E5 Woodinville, WA 98072. For a catalog or more information call ComputerGear, Inc. at (425) 883-9052 or visit the web site at [ComputerGear.com](#).

###



### **Contact Information**

**Terry Powers**

ComputerGear, Inc.

<http://www.ComputerGear.com>

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Relocation Specialists Beyond the Box Team With Nurse to Help Facilitate Senior Moves

*Combining nursing skills, geriatric knowledge, relocation management, and design services, Ms. McKenna and the Beyond the Box team can assist seniors and their loved ones with the emotional and physical challenges of relocation or “aging in place.”*

(PRWEB) November 11, 2009 -- The Washington, DC based relocation and design firm, [Beyond the Box](#), is pleased to announce its new association with Elise McKenna, RN, MPH, a highly respected senior living consultant, to expand the company’s Senior Move Management services. Already a premier provider of relocation services for active seniors transitioning from the family home into retirement and independent living communities, Beyond the Box will extend its services to seniors moving into assisted living arrangements.

The founder and partner of Health Promotion and Disease Prevention Consulting Group (HPDP Consulting), Ms. McKenna specializes in aging, geriatric, palliative, and ambulatory care issues. Her clients include the Hartford Institute for Geriatric Nursing at New York University, Duke University Institute for Care at the End of Life and the Mount Sinai School of Medicine Center for Advanced Palliative Care. She has worked as a clinical instructor at the Georgetown University School of Nursing and an instructor at the University of Kansas and has published several pieces on palliative care and issues facing the elderly.

Combining nursing skills, geriatric knowledge, relocation management, and design services, Ms. McKenna and the Beyond the Box team can assist seniors and their loved ones with the emotional and physical challenges of relocation or “aging in place.” McKenna’s unique skill set allows her to professionally assess and recommend the best residential option for a family member; if assisted living is the best solution, Ms. McKenna will work with and advise families in the selection of an appropriate facility, personally accompanying them on visits to recommended residences. Whether the client remains at home, moves, or transitions to assisted living, [Beyond the Box](#) creates a senior-sensitive design plan for furniture and household items that includes “right-sizing” clients’ living arrangements and editing their possessions. The company’s top notch designers oversees the unpacking of belongings and fully set up the new or re-designed living space, including kitchens, closets, and bathrooms. Any unwanted items can then be donated through the company’s area charitable partners to local, community based organizations with the resulting tax benefit going directly to the senior and his or her family. CEO Suzanne Windle observes, “Senior moves are an important facet of our business. With her medical and geriatric expertise, Elise McKenna rounds out our services in a warm and wonderful way, enabling us to offer a full realm of services well beyond what other senior move managers can provide. Older adults trust her immediately. Area residential administrators know her by her years of experience and are as thrilled as we are to have her on board.”

[Beyond the Box](#) strives to take a senior’s new home from “move-in” to “live-in” condition, with minimal disruption and stress. The company also helps family members incorporate heirlooms and other inherited treasures into their own established decorating scheme. Elizabeth Haselkorn, a Washington-area fitness expert and personal trainer enthused about her experience with the firm. “Anyone who has been through the life passage of moving an aging parent knows how stressful and exhausting it can be. Beyond the Box’s assistance went far beyond my dad’s move. One of the most valuable services was the integration of my father’s belongings into my



own household, which has a very different sense of design and décor.”

Ms. McKenna is a member of the American Association of Hospice and Palliative Medicine. [Beyond the Box](#) is a member of the National Association of Senior Move Managers (NASMM). For more information, contact Suzanne Windle: 202-625-0268. [www.beyondrelocation.com](http://www.beyondrelocation.com).

###



**Contact Information**

**Suzanne Windle**

Beyond The Box Relocation

<http://www.beyondrelocation.com>

202-625-0268

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **The Phantom of the Opera Premieres at DPAC, Durham Performing Arts Center November 26 – December 20, 2009**

*The Longest Running Broadway show in history Andrew Lloyd Webber's THE PHANTOM OF THE OPERA finally arrives at DPAC, Durham Performing Arts Center, beginning Thursday, November 26th through December 20th, 2009. Tickets are on sale now and are available at the DPAC box office, online at [DPACnc.com](http://DPACnc.com), by calling 919.680.2787, or all Ticketmaster outlets.*

Durham, NC (PRWEB) November 11, 2009 -- The Cameron Mackintosh production of Andrew Lloyd Webber's THE PHANTOM OF THE OPERA, directed by Harold Prince, premieres at [DPAC, Durham Performing Arts Center](#), beginning Thursday, November 26th through December 20th. The press opening night is Saturday, November 28th at 8:00pm. Tickets are on sale now and are available at the DPAC box office, online at [DPACnc.com](http://DPACnc.com), by calling 919.680.2787, or all Ticketmaster outlets. Ticket prices range from \$25 to \$82.

Groups save big! Bring a group of 15 or more to receive a 15 percent discount and complimentary tickets. Orchestra seating is available. Let DPAC entertain your family during Thanksgiving with 20% off and complimentary tickets for family groups of just 10 or more. Special pricing is also available for student, military and senior groups. The purchase of group tickets for THE PHANTOM OF THE OPERA includes a free space rental for a pre-show party. Plan your holiday outing at DPAC! Space is booking quickly and availability is limited, so interested groups should contact [Group Services](#) as soon as possible. Group savings apply to all performances excluding Saturday nights. Groups save by calling 919-281-0587 for tickets to this amazing musical.

With worldwide grosses estimated at over \$5 billion, THE PHANTOM OF THE OPERA is the most successful entertainment venture of the twentieth century, surpassing such blockbuster films as Titanic, Lord of the Rings, Jurassic Park and Star Wars. The winner of seven Tony® Awards, including Best Musical, THE

PHANTOM OF THE OPERA has been seen by over 80 million people in 124 cities in 25 countries. Worldwide, the show consistently plays to larger audiences and in longer engagements than any other musical in history. On January 9, 2006, THE PHANTOM OF THE OPERA became the longest-running show in Broadway history surpassing Cats' record-holding run of 7,485 performances. The show celebrated an unprecedented milestone on January 26, 2008 when it reached its twentieth anniversary on Broadway.

Based on the classic novel *Le Fantôme de l'Opéra* by Gaston Leroux, THE PHANTOM OF THE OPERA tells the story of a masked figure who lurks beneath the catacombs of the Paris Opera House, exercising a reign of terror over all who inhabit it. He falls madly in love with an innocent young soprano, Christine, and devotes himself to creating a new star by nurturing her extraordinary talents and by employing all of the devious methods at his command.

THE PHANTOM OF THE OPERA had its world premiere on October 9, 1986 at Her Majesty's Theatre in London, winning every major British theatre award including the Olivier and Evening Standard Awards. The New York production opened on January 26, 1988 with a then-record advance of \$18 million. The musical went on to sweep the 1988 Tony Awards, winning seven, including Best Musical. THE PHANTOM OF THE OPERA



also won seven Drama Desk Awards and three Outer Critics Circle Awards. The original London cast recording was the first in British musical history to enter the charts at number one. It has since gone both gold and platinum in Britain and the United States, selling over 25 million copies.

[The Phantom of the Opera](#) will play Thursday, November 26 through Sunday, December 20.

The Durham engagement of THE PHANTOM OF THE OPERA is a subscription offering of the SunTrust Broadway Series. Visit the official THE PHANTOM OF THE OPERA website at [www.thephantomoftheopera.com](http://www.thephantomoftheopera.com).

#### About DPAC

Durham Performing Arts Center is a 2,800 capacity multi-use theatre that will feature the hottest Broadway and family shows, high-profile concerts and incredible special events. DPAC has become a beacon of energy in Durham and a cultural landmark for entertainment for the region to experience. DPAC presents the SunTrust Broadway Series in the first-class theatre with show stopping Broadway engagements of Wicked, Phantom of the Opera, Spring Awakening, and much more during DPAC's second Broadway season. Music legend Jackson Browne, superstar Vince Gill and numerous electrifying performances are set to take the stage during the upcoming DPAC season.

#### About SunTrust Broadway Series

SunTrust Broadway Series tickets are still on sale at [www.DPACnc.com](http://www.DPACnc.com). Lock in the best seats at DPAC to be first in line for the biggest Broadway shows in the Durham, Raleigh, and Chapel Hill region for years to come. Season subscribers get the best benefits including the best seats, complimentary parking, free exchanges, guaranteed renewal privileges and much more.

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### **Contact Information**

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DPAC, Durham Performing Arts Center

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919-281-0476

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **eCareDiary.com is Launched to Provide Information Center for Caregivers**

*Veteran health care professionals build site from personal experiences*

New York, NY (Vocus) November 11, 2009 -- eCare Diary ([www.eCareDiary.com](http://www.eCareDiary.com)) announced the launch today of a new web site for families trying to coordinate [long term care](#). eCareDiary brings together tools, resources and the support of an online community to assist caregivers and simplify the enormous task they face. The website centralizes the elements needed to help caregivers navigate through their parent's or loved one's care.

The site was founded by [John Mills and Susan Baida](#) who, despite decades of experience in the healthcare sector, found the task of coordinating care for their parents uniquely and unnecessarily challenging. According to John Mills, Founder of eCare Diary, "My experience helping my father through Parkinson's disease was shocking. The complete absence of a centralized and comprehensive source of information for caregivers was frustrating."

"As the head of a hospital trade association, I know our clinicians are asked on a daily basis by patient families for resources to not only help share information but also to help coordinate care. As more families and friends are scattered across the country, eCareDiary.com is a wonderful new tool for families who also want to share the responsibilities of caregiving," said Bill Walters, CEO of ALTHA, a hospital trade association.

A main feature is the Care Diary, a free appointment and medication management technology designed to make coordination of care and sharing of information easy amongst family members or other caregivers. It helps consolidate doctor appointments, medications, care visits and enables storage and sharing of important documents.

According to Bill Walters, "Trying to keep family and friends updated is an extra but essential burden on primary caregivers. The Care Diary makes it considerably easier for information to be shared. I can't say enough about this wonderful new tool for patient families."

Community is another important aspect of the site with both blogs and vlogs (video posts) available for caregivers to view, comment and upload their own stories. Founders John Mills and Susan Baida, post blogs several times a week sharing personal experiences and recommended resources. eCare Diary also offers a search engine with a database of over 10,000 [nursing home](#) and home care services throughout the U.S. Caregivers can locate facilities by type within a designated zip code. Caregivers have the ability to shop directly from the site for [eldercare products](#) such as canes, walkers and bathroom bars.

There are 44.4 million caregivers in the U.S. according to a report published by the National Alliance for Caregiving and AARP. When asked about unmet needs, two out of three caregivers said they needed help or information. Of the total number of caregivers, 79% are age 50 plus, and according to Pew Internet & American Life Project, 74% of baby boomers (adults age 45 to 63) use the internet.

About eCareDiary



eCareDiary was developed to help caregivers navigate a process often found confusing, difficult and stressful. The site's goal is to bring long term care into the 21st century by making it accessible, centralized and relevant for today's caregivers.

###



### Contact Information

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eCareDiary

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image





## **Cava Restaurant and Bar Introduced Where Piano Piano Restaurant Burned...Literally**

*The late owners of Piano Piano Italian Restaurant in Park Ridge, IL bring you their newest restaurant, Cava. Marcelo Castro returns with a variety of new Italian dishes as well as new fusion concepts like Tuscan Quesadillas and Italian Hummus. With a new look, a vibrant bar scene, and an award-winning wine list, restaurant-goers have even more to enjoy...besides the food.*

Park Ridge, IL (PRWEB) November 11, 2009 -- For most of us restaurant goers in the northern suburbs, we remember July 11, 2008 because that was the night Piano Piano Restaurant caught a small kitchen fire which quickly turned into a massive and totally destructive fire burning Piano Piano and destroying it. In turn destroying dinner for hundreds of customers the restaurant saw each week.

What have Ralph and Maria Zaccaro been doing since then?? Rebuilding. They are pleased to announce the opening of their newest restaurant, Cava. Cava is already generating buzz because of its name, with many people wondering where it came from?

“In Italy, when you make wine, you do it in a ‘cava,’” Maria told me. And Cava Restaurant promises to deliver some pretty spectacular award-winning wine. If wine’s not your thing, check out their new bar scene. With after work specials and late night hours, the larger and more modern bar at Cava will cater to the happy hour group as well as the late night party group.

But let’s not forget the real reason Cava is generating so much buzz – the food. Chef Marcelo Castro (from Piano Piano) returns to Cava and brings a brand new menu with him. Old Italian favorites are being served with a new twist with options like Tuscan Quesadillas, Italian Hummus, Casino Clams, La Cavaiolo Pasta dish, specialty pizzas, and plenty other new plates with gluten free options as well. For people who can’t get a reservation or want something lighter, a brand new bar menu will hold options off the regular dinner menu as well as other specials like an appetizer flight with your choice of three different sliders.

Finally, nobody forgot about everyone’s favorite dishes. Farfalle all Chef and Rigatoni Caprese make their comeback as well as calamari, filet, and daily fish specials. Cava will be available for dinner, drinks, wine, cheese and wine pairing, catering, and private event hosting. Sure to be a hit for the north shore as well as those city-dwellers looking for some suburban excitement.

Located at 626 Busse Hwy in Park Ridge, IL, Grand Opening weekend will occur November 20-22 for invited guests only. Cava will officially open on November 24, 2009 at 5 pm. For more information, a private tour prior to opening, or to get on the guest list for Grand Opening please email [cavaparkridge@gmail.com](mailto:cavaparkridge@gmail.com), call Sara Zaccaro at 847-334-9935, or check out Cava's [web-site](#) which will launch next week.

###

**Contact Information**

**Sara Zaccaro**

Cava Restaurant

<http://www.cavaparkridge.com>

847-334-9935

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**The word 'Cava' written in a large, black, cursive script font.



## **Polaris Sponsors Child in Guatemala Through Children's International**

*Polaris, a New York-based sales and marketing firm, is sponsoring a three-year-old boy from Guatemala through The Children's International Sponsorship Program*

New York, NY (PRWEB) November 11, 2009 -- [Polaris](#), a New York-based sales and marketing firm, is sponsoring a three-year-old boy from Guatemala through The Children's International Sponsorship Program, which helps impoverished children by providing benefits and services that help them grow up confident, healthy, and educated.

[Polaris](#) President Bart Yates and his staff personally selected the child – whose family's income was under \$122 a month - to sponsor.

As a result of their monetary donation, Polaris has provided him with money for food, medicine, doctor's visits, school, and gifts on his birthday and Christmas. Through the sponsorship, Polaris will also contribute to dental care, malnutrition screenings, nutritional support, sturdy clothing and shoes, school supplies, and improved access to education.

Each year, Polaris picks a charity that they will donate to. This year, through their donation and sponsorship to Children's International, the Polaris staff has come together as a team.

“The feeling we get when we receive his letters is indescribable,” said Bart Yates. “We're truly making an impact on his life – it's heartwarming.”

### About Polaris

Polaris, located in New York, specializes in direct marketing for best of brand companies. Polaris uses a customized, personalized, and professional face-to-face approach to help clients attain their goals. With a diverse group of clients and a track record of success, Polaris provides support for a wide range of campaigns. For more information, contact Bart Yates at (212) 227-8327 or log on to [www.pc-org.com](http://www.pc-org.com).

###



### **Contact Information**

**Bart Yates**

Polaris

<http://www.pc-org.com>

212-227-8327

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Women Mean Business with Bonnie Marcus to feature Lois Frankel on the VoiceAmerica Talk Radio Network**

*Show Features Lois Frankel, PhD, bestselling author and popular keynote speaker, on How Women Sabotage Themselves at Work on Tuesday, November 17 at 11 AM Pacific Time/2 PM Eastern Time*

Phoenix, AZ (PRWEB) November 11, 2009 -- (PRWEB) November 11, 2009 -- Lois Frankel, PhD, author of *Nice Girls Don't Get the Corner Office* and *Nice Girls Don't Get Rich*, will be featured on *Women Mean Business*, an internet radio show on VoiceAmerica Talk Radio Network at 2pm Eastern on Tuesday, November 17. *Women Mean Business* explores how women can thrive in business and how corporate America can thrive by embracing the power and talent of women. Each week, host Bonnie Marcus conducts one on one in depth interviews with thought leaders and subject matter experts to help women overcome the challenges they face in the business world.

Lois Frankel will join us for a stimulating discussion on why nice girls don't get ahead in business and what unconscious mistakes women make that sabotage their careers. Dr. Frankel will reveal how some behaviors we learn in girlhood remain with us and sabotage us as professional women.

Host Bonnie Marcus shared, "It is so important for women in business to recognize the behaviors that hold them back from successfully advancing their careers. Dr. Frankel, an internationally recognized executive coach, is an expert in this field and will offer some practical advice on how best to eliminate these behaviors."

*Women Mean Business* airs live on Tuesdays at 11 AM Pacific / 1 PM Central / 2 PM Eastern on the VoiceAmerica Business Channel. To access the show, log on at <http://www.modavox.com/voiceamericabusiness>. All shows will be available in Bonnie Marcus' Content Library on the VoiceAmerica Business Channel for on-demand and podcast download.

The VoiceAmerica™ Network offers the latest conversations in a talk radio format, providing education, interaction, and advice on key issues live, on demand as well as through pod cast download. If interested in hosting a talk radio show on VoiceAmerica Network, contact Jeff Spenard, President of Internet Radio at 480-294-6417 or at [jeff.spenard@modavox.com](mailto:jeff.spenard@modavox.com).

Contact Executive Producer Scott Duffy at 480-294-6405 for advertising / sponsorship information or other show details.

### About Lois Frankel

Dr. Lois Frankel is a bestselling author, popular keynote speaker, and President of Corporate Coaching International, a Pasadena, California consulting firm. *Nice Girls Don't Get The Corner Office* and *Nice Girls Don't Get Rich* have been translated into over twenty-five languages and featured on the TODAY Show, Tavis Smiley, Larry King Live, and CNN, in the New York Times, USA Today, and in People and TIME magazines. BusinessWeek named *Corner Office* one of the top ten business books of the year and ABC Television purchased the rights to it for a comedy series. Her most recent books, *See Jane Lead*, about why women make natural



leaders for our time and how to harness your own leadership talent, and Stop Sabotaging Your Career, for both men and women, have been met with critical acclaim.

#### About Women Mean Business

Women Mean Business is broadcast on VoiceAmerica, the world leader in Internet Talk Radio. Show host Bonnie Marcus features weekly in depth interviews that focus on different topics that help women in business be successful.

During the course of her corporate career, Bonnie Marcus has identified roadblocks and pitfalls specific to women in the business world that derail their chosen path time and again. As a certified executive coach and popular public speaker, Bonnie's passion is to coach other professional women to achieve their own inherent success.

Bonnie's extensive resume includes CEO of a national healthcare company and VP of Sales at two other national companies in the medical staffing and software industries. She has held executive positions in start-up companies and Fortune 500 companies. She is founder and principal of Women's Success Coaching. For more information visit <http://www.womenssuccesscoaching.com>.

#### About VoiceAmerica / Modavox:

Since 1999, the VoiceAmerica Talk Radio Network has been streaming live Internet talk radio programs, featuring more than 300 hosts broadcasting on seven genre-based channels: its flagship VoiceAmerica™ Variety Channel, VoiceAmerica™ Health & Wellness Channel, VoiceAmerica™ Business Channel, VoiceAmerica Sports, 7th Wave Network, The Green Talk Network and Power Up Motorsports Channel. VoiceAmerica™ is the single largest producer of original Internet talk radio programming in the world. <http://voiceamerica.com>.

(OTC.BB MDVX), Modavox is the leading producer and distributor of online talk radio content, streaming approximately 250 hours of live programs and scheduled replays weekly on its Modavox VoiceAmerica™ Network (<http://www.voiceamerica.com>). Modavox, Inc. (<http://www.modavox.com>) is a pioneer in internet broadcasting, producing and syndicating online audio and video, and offering innovative, effective and comprehensive online tools for reaching targeted niche communities worldwide. Through its patented Modavox technology, Modavox delivers content straight to desktops and Internet-enabled devices. Modavox provides managed access for live and on-demand internet broadcasting and syndication, content management, online meetings, event management, enterprise communications and distance learning.

Modavox provides complete production, delivery, and on-demand archive delivery for VoiceAmerica hosts. At the center of this offering is Modavox's patented BoomBox™ technology that provides show hosts with instant broadcasting capabilities from their own websites and with instant syndication through affiliate sites. In addition, Modavox assists in the creation of sponsorship, advertising and advanced distribution models for VoiceAmerica programming.

#### Forward-Looking Statements:

This release contains "forward-looking statements" for purposes of the Securities and Exchange Commission's "safe harbor" provisions under the Private Securities Litigation Reform Act of 1995 and Rule 3b-6 under the



Securities Exchange Act of 1934. These forward-looking statements are subject to various risks and uncertainties that could cause Modavox's actual results to differ materially from those currently anticipated, including the risk factors identified in Modavox's filings with the Securities and Exchange Commission.

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### **Contact Information**

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Atlanta Based Company Creates a Snazzy New Way to Color Hair without Using a Drop of Hair Color**

*An award-winning hair designer launches a revolutionary line of non-damaging clip-in hair color extensions in a wide variety of vivid and beautiful colors.*

Atlanta, GA (PRWEB) November 11, 2009 -- Atlanta-based Gorgeous Strandz, Inc. has just introduced an innovative natural hair color product that is non-permanent and promises to add an instant dash of color and fun to any hair style. Snazzy Lites are non-damaging colorful clip-in extensions that are made of 100 percent human hair, and they can be flat-ironed, curled, or braided just like natural hair for head-turning style that is totally gorgeous but conveniently temporary.

Brenda Waters – whose internationally acclaimed hair designs earned her a prestigious Golden Scissors award – created Snazzy Lites along with business partner Quawanza Cotton, the co-owner of Gorgeous Strandz. The two women were inspired by what they saw as a compelling need for a solution to the hair coloring dilemma faced by many hair salon clients. Frequently girls, boys, women, and men want to enjoy stunning and exciting hair color – but they do not want to risk damaging their healthy hair with bleaches and dyes. They also don't want to make a permanent commitment to color, but want to be able to add it for those special events. That is especially true for younger clients whose parents may strongly object to permanent and radical-looking hair color.

“Many kids go through that stage when they want to color their hair some wild bright color which makes some parents cringe,” says Waters. “But those same parents love Snazzy Lites because they provide an excellent compromise. Kids can have fun hair color and parents are happy because it is not permanent and does not damage the hair.”

The new Snazzy Lites clip-in hair colors are creating a buzz and a sensation this fall. They are the newest rage at high school and college football games. They are also popular with sororities, cheerleading squads, dance teams, and anyone else who wants to change their look or sport some cool colors. Fashion model Nicole Coppola enjoys changing her look. "With Snazzy Lites I can change my hair color as often as I like without damaging my natural hair," says Coppola.

Snazzy Lites are affordable, eliminate the risk of brittle and frizzy bleached hair, and are stress-free because those who use them never have to worry that they might damage their hair or wake up and wish they had their old familiar hair color back. Snazzy Lites just add fun and fabulous color that can be styled in any way imaginable. For more information visit <http://www.snazzylites.com>

###



**Contact Information**

**Quawanza Cotton**

<http://www.snazzylites.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Latest Version of Advanced Shopping Cart Software Helps Sellers Earn Referral Income and Keep Pace with Growing E-Commerce Industry**

*ShopkeeperUSA 2.0 Launches with Built-in Profit Earning Tools and User-Friendly Layout, and Requires No Additional Fee to Sell Unlimited Products*

Allen, Texas (PRWEB) -- Marketing Department, a leading provider of e-commerce solutions, announced today the launch of Shopkeeper 2.0, the latest version of the company's revolutionary, all-in-one e-commerce website, online store and shopping cart software. Shopkeeper 2.0 is now updated with current PHP 5 code and delivers new advanced features that help small business sellers increase earnings and expand their product offerings without incurring more costs. The software remains easy to use, for both experienced sellers and those new to the world of e-commerce.

“The latest version of ShopkeeperUSA is designed to help small business sellers who have used the software in the past to take their businesses to the next level,” said Alexandria Marx, marketing director.

“It’s also ideal for those who are launching online stores for the first time, as it provides them with a comprehensive solution that helps them not only launch their store with confidence, but also build their business quickly.

“This is especially useful for sellers who are attracted to e-commerce as a way to subsidize income lost due to the economic downturn, retirement or other circumstances. Our software is also ideal for them as it uniquely facilitates the sale of both products and services.”

First launched in 2005, ShopkeeperUSA is a custom solution that has kept pace with the fast-growing e-commerce industry. By providing a seamless, affordable option that facilitates unlimited website pages and unlimited store products, the software helps small business sellers launch and manage online stores without programming or graphic design skills, and without having to invest in hiring professionals with these skills in order to get their ventures up and running.

With this new version of ShopkeeperUSA 2.0, small business sellers also receive more benefits and versatility not offered by any other advanced shopping cart software provider. One of the most significant features available in the new version is the seller's ability to earn referral income from a special offer affiliate link located at the foot of their ShopkeeperUSA website. This new feature helps sellers earn income over and above the sales revenue generated by their online stores. The seller can earn a 50 percent share of ShopkeeperUSA software sales, including monthly recurring fees, which is ideal for generating long-term income.

In addition to helping sellers increase their earning potential through affiliate sales, ShopkeeperUSA 2.0 helps sellers save money, because sellers can now sell an unlimited number of products in their stores without paying an incremental product count fee. The new version also introduces a new administrative layout that is even more user-friendly. The layout is ideal for startups with little to no technical experience who want to be able to add products, product photos and pricing to their e-commerce store without challenges.



ShopkeeperUSA 2.0 includes: an updated ordering system, which features the ability to accept pre-orders for items not yet in inventory; and the option of selling services by the hour, day, month or year.

“We are keenly aware of the challenges that small business sellers face as well as the endless sales opportunities that lay before them,” said Marx. “ShopkeeperUSA 2.0 is an answer to a prayer for those facing challenging financial times and in need of an affordable way to make money.”

ShopkeeperUSA 2.0 is available at <http://www.shopkeeperusa.com>. Two purchasing options include “SkyKing,” which requires one flat fee, or “Boomerang,” which requires a setup fee and only \$37 per month for the software, installation, hosting, email and the security certificate.

Visit the site today for product information and more information about the site’s new referral program and income opportunities.

#### About ShopkeeperUSA

ShopkeeperUSA is an advanced shopping cart software product of Marketing Department, a privately owned provider of creative business services and e-commerce software, whose mission is to provide integrated products and services to help small business entrepreneurs start a business online. The online business operates from Allen, Texas USA.

For more information, visit <http://www.shopkeeperusa.com> .

###



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **FundraisingCruises.org and Royal Caribbean Cruise Line Announce a Group Fundraising Cruise for Animal Welfare Charities; \$100 Donation for Each Cabin Booked**

*Visitors to FundraisingCruises.org, who reserve a space on Royal Caribbean's Voyager of the Seas, 7-night sailing package to the Western Caribbean on March 7, 2010, will have a \$100 donation sent to their Animal Welfare Organization. Cabins start for as little as \$547.00/person. Other dates and ship itineraries also available.*

Houston, Texas (PRWEB) November 10, 2009 -- Call FundraisingCruises.org and reserve space on Royal Caribbean's Voyager of the Seas sailing 7-nights to the Western Caribbean on March 7, 2010, and a \$100.00 donation will be sent to the Animal Welfare organization you choose. Cabins start for as little as \$547.00/person. Other dates and ship itineraries also available. Go to [cruisinforcritters.com](http://cruisinforcritters.com), for information and call 866-354-0288 to book your cruise to help an Animal Welfare organization with their fundraising.

"It is great helping charities with their fundraising needs. Participants can enjoy an exciting vacation while supporting a worthwhile cause," said Dave Proudfit, President of Fundraisingcruises.org.

What is included?

- Three main meals per day in a "Sit-down Dining" room (breakfast, lunch and dinner).
- Three buffet meals per day (casual - breakfast, lunch and late-night). 24-hour free room service.
- All shipboard facilities, including casino, pools, Jacuzzi's, sauna, gym, on-board lectures, card rooms, an unending variety of organized games and contests and more.
- Free Supervised children's activities offered on a daily basis.
- All entertainment, including: Broadway and Las Vegas-style shows, lounges, nightclubs, movies, dancing, karaoke, piano bars, discos, comedians and more...
- Visits to exciting ports of call - Voyager of the Seas will visit Costa Maya and Cozumel in Mexico and Roatan/Bay Islands in Honduras on this cruise.

[Fundraisingcruises.org](http://Fundraisingcruises.org) can set up group cruises of 16 to 1600 on any cruise line to any cruise destination. Although all of the cruise line programs are different, typically a donation will be made to your organization for each cabin sold. For 30 guests (15 cabins) you receive a free cabin you can raffle, auction, or use some other way to increase fundraising dollars.

Fundraisingcruises.org has three main ways to help with Fundraising:

- 1) Fundraisingcruises.org creates customized no-risk travel packages which will earn top \$\$ at fundraising events. The charity never pays for a trip unless it sells. Packages can include private jets, limousine service, personal chefs, cooking classes, wine tours, and other upscale amenities.
- 2) [Fundraisingcruises.org](http://Fundraisingcruises.org) provides trips as an incentive for a raffle or as an incentive for a walk, run, blood drive or other event. A cruise is perceived as a much better "prize" than cash, gift certificates or almost any retail item.

3) Group Fundraising cruises such as [Cruisinfocritters.com](http://Cruisinfocritters.com)

For additional information, attend their Fundraising Teleseminar through the Non Profit National Resource Directory

Thursday, November 19, 2009, Noon (eastern): "3 Ways to More Fundraising Dollars: Risk-free Auction Prizes, Travel & Rewards" with Dave Proudfit of FundraisingCruises.org.

To register for the teleseminar, please [click here](#).

"We've provided trips for charities such as the American Lung Association, March of Dimes, Children's Miracle network, Dentistry Canada Fund and many, many more," said Proudfit. "We're just happy to be able to help these charities and benefits reach their fundraising goals. Any group that holds an auction, be it live or silent, can benefit."

"It's a new Beaujolais Nouveau auction record," said Jamey Morrisett, chair of the last American Lung Association annual Fundraiser Beaujolais Nouveau. "The auctions were just outstanding! I cannot tell you how thrilled I am with the success of this event. There was never a doubt that it was going to be great and grand, but my expectations were far surpassed."

"Dave has been very proactive with suggestions for my fundraisers. He has been extremely helpful & knowledgeable with ideas for which trips & villas would be most successful for each event. Rather than trying to get me to auction off the most expensive packages, he listens to my needs for each event & has always steered me in the right direction for packages that will appeal to my demographic. He always follows through on his commitments. And if the exact package is not available for the desired date, he's very diligent about finding a comparable package for the desired time. I've enjoyed working with Dave & certainly plan to continue using his services" Amy Kolligan - Independent Events Services Professional, New York

"Dave approached me with a great fund raising idea for my Kiwanis/Special Olympics Charity Golf Tournament. We put two of his trip packages up for bid in our silent auction. Both trips sold and as a result we boosted our revenue by 20% over last year's auction. I recommend his services for fund raising events. It's a simple process, with no downside. We'll be sure to include some of his trips in next year's auction!" - Mike Christiansen - Kiwanis

" I have worked with Dave for the past two consecutive years to help our organization with our fundraising silent auctions. Each and every time he has gone above and beyond my requests (and my expectations) by offering high-quality cruise packages, villa suites, golf vacations and Disney packages for us to auction to a variety of enviable destinations! These are "enviable" vacation packages that any organization would be proud to extend to its stakeholders. If you're looking for the pinnacle of service and attractive offerings (with a smile, exemplary service and a great personality to go with it), I highly recommend Dave!" Tracy Alexis, Development Director, St. Martin's Hospitality Center

"Dave helped out United Blood Services by lying out the best options of a cruise to giveaway that would entice the blood donors. It was a pleasure doing business with Dave because he explained everything from top to bottom to make sure there were no surprises along the way." Danny Cervantes - Donor Recruitment Director, United



Blood Services.

"Dave is GREAT! In the past few years, he has voluntarily offered himself and his business to help many different not-for-profit organizations to grow. His help and support has turned us all into winners!" Toni McGee, Director of Community Preparedness, American Red Cross

[Fundraisingcruises.org](http://Fundraisingcruises.org) / [Fundraisingtrips.org](http://Fundraisingtrips.org) is the philanthropic arm of [Milestonecruises.com](http://Milestonecruises.com) and Cruises Inc. Since 1981 they have sold cruise vacations from all of the major cruise lines and many small specialty cruise lines to clients. Fundraisingtrips.org now also provides weekly Luxury Villa rentals from their partner, Villas of Distinction. Luxury Villas are available in the Caribbean, Mexico, Europe, Tahiti, and Napa Valley.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Dee Dee's Gourmet Cheese Straws Now Available Nationwide

*A Charlotte woman who turned her hobby of baking gifts for family and friends into a successful culinary business has taken her enterprise nationwide at [www.ddgourmet.com](http://www.ddgourmet.com).*

(PRWEB) November 10, 2009 -- A Charlotte woman who turned her hobby of baking gifts for family and friends into a successful culinary business has taken her enterprise nationwide at [www.ddgourmet.com](http://www.ddgourmet.com).

Donna "Dee Dee" Norton, a mother and grandmother, founded Dee Dee's Gourmet Cheese Straws in 1999. For many hostesses, cheese straws are an essential component of appetizer trays. Norton has set a new standard for cheese straws through the use of high-quality aged real sharp cheddar cheese and a unique hand-blending process with special seasoning. She has created a cheese straw unlike most on the market featuring a rich, buttery flavor with a spicy Southern zing. Norton's secret blending technique also creates a perfect, crispy crunch.

Norton says, "The biggest compliment, and the one I hear most often, is when people tell me my cheese straws remind me of their grandmother's. That is exactly our intention and I am thrilled beyond words that after many years of growing Dee Dee's Gourmet Cheese Straws by word of mouth, we have built the company to deliver Dee Dee's Gourmet Cheese Straws coast-to-coast."

[Dee Dee's Gourmet Cheese Straws](#) are available in a variety of sizes. In plastic re-closable, tamper-proof containers, the cheese straws are sold in 4.125 oz., 8.125 oz., 14 oz. and 1.5 lb containers. In tins, they are available in 8.125 oz & 12 oz. Dee Dee's Gourmet Cheese Straws are also available in a smaller size straw called "Little Gemmies" that are approximately 1" in length and approximately 1.66 grams per Gemmie and are available in the same packaging options listed above.

For additional information on distribution, private label or custom-label personalized corporate gifts please contact Marc Singer, Cherie Richie or Donna Norton at 1-980-207-1071. Product samples and high-resolution images are available upon request.

About Dee Dee's Gourmet Cheese Straws:

Dee Dee's Gourmet Cheese Straws, a family owned business based in Charlotte, N.C., bakes savory snacks made from the highest-quality aged cheddar cheese. For more information, visit [www.ddgourmet.com](http://www.ddgourmet.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **Birkat Elyon Predicts a New Trend in Sales of Cubic Zirconia Jewelry During 2009 Holiday Shopping Season**

*Online cubic zirconia retailer, Birkat Elyon is seeing a significant increase in the sales of fine cubic zirconia jewelry at its website BirkatElyon.com and is predicting this will continue through the holiday shopping season. Birkat Elyon has been in the jewelry business for over 20 years, and historically, its cubic zirconia jewelry has been popular for personal use, weddings, anniversaries and birthdays. However, Birkat Elyon is seeing an increase in the demand for its high end cubic zirconia jewelry as holiday gift items. Birkat Elyon attributes the increased popularity of high quality cubic zirconia jewelry as holiday gifts to changes in economic, social and consumer awareness factors among both men and women.*

New York, NY (PRWEB) November 10, 2009 -- Birkat Elyon, a major online jewelry retailer in New York City, is seeing the early stages of a new holiday shopping trend and is predicting an overall increase in sales of high end cubic zirconia jewelry, also commonly referred to as CZ jewelry. Based on its analysis of historical cubic zirconia sales patterns, and consumer feedback, the increased sales of Birkat Elyon cubic zirconia jewelry products as holiday gifts is being attributed to several factors in the jewelry industry.

One factor causing the early and predicted increase of Birkat Elyon cubic zirconia jewelry sales is recent economic uncertainty. Shoppers this holiday season are even more thrifty and careful when making gift purchases than they have been in past shopping seasons. This is especially true when picking jewelry gifts like those offered by Birkat Elyon. [Cubic zirconia jewelry](#) is seen as a far better choice than real diamonds for women as well as male holiday shoppers due to the tremendous cost savings.

Another factor contributing to increases in Birkat Elyon cubic zirconia sales is consumer sensitivity to environmental and human rights issues as they relate to holiday gift-giving. In particular, there is an increase in awareness of "blood diamonds" or "conflict diamonds" because of high profile news stories about the downside of diamond mining and the diamond industry. Website visitor feedback given to Birkat Elyon indicates that many existing and potential jewelry customers this year are expected to avoid gifts that might be politically or environmentally incorrect. Top quality cubic zirconia is now being seen as an "eco-friendly" and socially correct holiday gift item.

While cubic zirconia jeweler Birkat Elyon is predicting a moderate increase in sales of its necklaces and brooches, a very significant and sizeable increase is already starting in the sales of [cubic zirconia rings](#). This holiday gift shopping trend is expected to continue and will also include a significant increase in sales of [cubic zirconia earrings](#), [cubic zirconia pendants](#) and [cubic zirconia bracelets](#). Moreover, both men as well as women are undoubtedly looking at CZ jewelry for both family and business gifts. It seems cubic zirconia jewelry is not just for weddings, anniversaries and birthdays anymore.

"High quality cubic zirconia jewelry from Birkat Elyon is an elegant, affordable, politically correct and "eco-friendly" jewelry gift this 2009 holiday shopping season. It is the kind of gift that those who give it can be proud of, and those who receive it will be happy to show off for years to come," says Rebecca Daniel, Senior Designer and Sales Director of [Birkat Elyon](#), a leading online source for cubic zirconia jewelry.



Now more than ever, consumer quality awareness and demand for higher quality is also on the rise. Holiday shoppers are noticing the difference between cheap, low-grade cubic zirconia and the top-quality varieties. Jewelry gift shoppers visiting Birkat Elyon's online cubic zirconia website are discovering that in addition to being more affordable than diamond jewelry, the top-quality cubic zirconia can be every bit as elegant and brilliant as a real diamond.

“Like good diamonds, the best cubic zirconia is forever. Already this year, our website visitors are telling us that they are concerned about the differences between lower and higher grades of CZ jewelry and are demanding the higher quality when picking cubic zirconia jewelry as gifts,” says Rebecca Daniel.

The economic and social pressures on holiday jewelry buyers is certainly benefiting Birkat Elyon's sales, and will continue to do so for the near future.

About Birkat Elyon:

Birkat Elyon is an online cubic zirconia jewelry company based in New York. Birkat Elyon specializes in world-class 14K gold, 18K gold and platinum designs and has over 20 years of jewelry expertise. Free consultations are available for the selection of ready made designs as well as for custom-made jewelry.

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###

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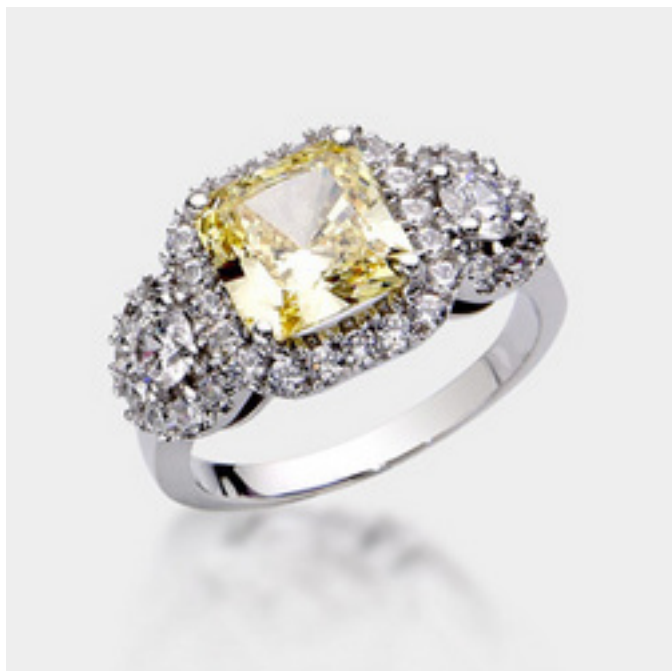
<http://www.BirkatElyon.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## **SittersSearch.com a Web Based Search Engine that Connects Babysitters and Parents Now Offers Free Membership to Parents and Families**

*After researching the market new membership types for parents and families were created to better align the functionality of the search engine with user's preferences.*

(PRWEB) November 10, 2009 -- Parents and Families can now choose the type of [membership](#) that better fits their lifestyle.

Paid membership works better for proactive users. Paid membership allows to actively search the database of caregivers, view contact information and make contact with sitters in the area.

If members would like to take a passive and laid back approach then [Free membership](#) is a better choice. With Free membership parents and families can fill out their profile, describe the job opening and then sit back and wait to be contacted by caregivers in the area.

About SittersSearch.com

[SittersSearch.com](#) is a web-based search engine designed for parents and families to find sitters and for sitters to find jobs in their area.

For more details, visit <http://www.sitterssearch.com> or email [webmaster\(at\)sitterssearch.com](mailto:webmaster@itterssearch.com)

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Entrepreneur Creates New Weight Loss Program After a Lifetime of Failed Diets

*After tiring of diet gimmicks and failed attempts at weight loss a Chicago entrepreneur develops REAL Weight Loss a new program aimed at frustrated dieters.*

(PRWEB) November 10, 2009 -- [REAL Weight Loss](#), the first product from [You Can Do It! Guides](#) is being billed as the "anti-fad" diet by its creator, Sandra Leigh Cook. "I have been overweight my entire life and was sick of wasting my time and money on diets that simply did not work. Over the years I tried dozens of different programs – none of them worked for me long-term. I would spend hundreds of dollars following these programs and after a few months, would be right back where I started" says Cook.

REAL Weight Loss was developed to provide dieters with an effective alternative to all the fad diets out there. It's a [low calorie diet](#) system built around 3 easy to follow steps. Once dieters learn the steps in the program they will be armed with tools and strategies that can help them lose the weight and keep it off for the rest of their lives. "Instead of broken promises, REAL Weight Loss provides dieters with tools to help them succeed down the road. All these fad diets make big claims of rapid weight loss but they always failed me long-term. That's why I created this program. I wanted to provide frustrated dieters the tips I used that finally helped me get my weight under control" says Cook.

"We are extremely excited to work with Sandra on REAL Weight Loss" says Jonas Gavin, Marketing Director of You Can Do It! Guides. This being our first guide, we wanted it to be a topic that has the ability to resonate with millions of people. Our mission is to provide consumers with really good information so they always turn to us whenever they need a "how to" guide. Weight Loss was a no brainer because there is so much bad information out there" says Gavin.

REAL Weight Loss is available now and includes an eguide for immediate download. Dieters also receive access to online tools to help assess and manage their weight problems. You can learn more about the REAL Weight Loss program at [www.realweightlossnow.net](http://www.realweightlossnow.net).

You can follow Sandra's weight loss journey and learn more about this [calorie diet](#) in the [REAL Weight Loss Blog](#).

### About You Can Do It! Guides

You Can Do It! Guides is an eguide company offering consumers downloadable "How to" guides on a variety of "Self-help" and "Do it Yourself" topics. REAL Weight Loss launched in November 2009 and is the first guide for the company. Additional guides will hit the market in 2010.

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### **Contact Information**

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You Can Do It! Guides

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## McCarter's Women's Initiative Partners with Citizen Schools in Mock Trial Apprenticeship

*Attorneys teach local youth about the Law.*

Newark, NJ (PRWEB) November 10, 2009 -- Volunteer coaches from McCarter & English's [Women's Initiative](#), a group of women attorneys at the firm whose goal it is build positive relationships with colleagues and clients as well as the communities in which they live and work, welcomed students from the Ivy Hill School to McCarter's Newark office for the start of the third semester of its Mock Trial Apprenticeship in partnership with Citizen Schools. Over the course of the ten week program, students will analyze and master a fact pattern, hone their public speaking ability and learn the skills involved in being an attorney. The program will culminate in a mock trial to be held at the Newark Municipal Courthouse in December, with the students acting as both the attorneys and witnesses for both plaintiffs and defendants.

"We are thrilled at the opportunity to partner with Citizen Schools again to teach students about how the law works - something that is near and dear to all of us here at McCarter," said [Stephanie Cohen](#), a partner in McCarter's Newark office who is also a member of the firm's Women's Initiative Steering Committee. "Exposing the students to this field will hopefully give them insight to what is possible for their future. If they choose to pursue law or not, the skills they gain from the apprenticeship - such as reasoning and analyzing facts - can be applied to a variety of life situations."

Established in 1995, [Citizen Schools](#) is a growing national network of after-school education programs for low-income students in the middle grades (6th, 7th and 8th). Programs complement classroom learning by engaging students in hands-on learning projects led by adult volunteers after school and supported by a staff of professional educators. The goal is to help students develop the academic and leadership skills they need to succeed in high school, college, the workplace and civic life.

McCarter has had an alliance with Citizen Schools since 2008 and has worked with more than 30 students through its after-school mock trial apprenticeship. The alliance was born out of Newark Mayor Cory Booker's challenge to the New Jersey legal community to be mentors for inner-city youth. [Susan Feeney](#), a partner in the firm's Newark Office (and slated to be president of the New Jersey State Bar Association in 2011) was instrumental in helping form the alliance. Past attendees of the mock trial include Newark Mayor Cory Booker, former Municipal Court Chief Judge (and current City of Newark Corporation Counsel) Julien X. Neals, Municipal Court Acting Chief Judge Richard Nunes, and Councilman Ron Rice from the West Ward of Newark. In addition, the Corporation Counsel's office has been actively involved in helping coordinate the mock trial at the end of each session.

### About McCarter & English

McCarter & English, LLP, established more than 160 years ago, represents Fortune 500 and middle-market companies in their national, regional and local litigation and on important transactions. Its 400 attorneys are based in offices in Boston, Hartford, New York, Newark, Philadelphia, Stamford and Wilmington. [www.mccarter.com](http://www.mccarter.com)



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## **Online Consignment Shopping at Consignment Shops Across the Country All in One Place -- at Consignment Chic.com**

*Consignment Chic, LLC (“Consignment Chic”) recently launched a new segment of the website, online consignment shopping, that allows consumers to shop at many different consignment shops across the country in one convenient place on [www.consignmentchic.com](http://www.consignmentchic.com). Consignment Chic’s online consignment store is comprised of ‘top picks’ from Consignment Chic’s partner stores across the country. Consignment Chic is focused on promoting consignment shopping at resale shops and consignment stores across the country and in Canada.*

Birmingham, AL (Vocus) November 10, 2009 -- Consignment Chic, The Online Community for Consignment Shoppers, is excited to announce the launch of it’s one-of-a-kind [online consignment shop](#). This online consignment store is unique because it is filled with the best items from each consignment store in the [Consignment Chic partnership](#). As a result, consignment shoppers are no longer limited to shopping at their local consignment shops or shopping one online consignment store at a time. Consignment shoppers are treated to a wide variety of merchandise online that has an enticing selection of women’s clothing, shoes and handbags which will soon be joined by men’s clothing, children’s consignment, furniture consignment and home décor that is searchable by store, brand or category.

Consignment Chic is an innovative marketing alliance among consignment and resale shop owners dedicated to promoting consignment shopping. The overall goal of the consignment store owners in this alliance is to convert potential customers on the Internet to consistent consignment shoppers online and in their brick and mortar stores. By adding online shopping, ConsignmentChic.com is implementing another effective strategy to attract potential customers to the website and ultimately to consignment shopping.

[Tracy True Dismukes](#), the owner and founder of Consignment Chic, said, “Consignment shop owners are searching for innovative ways to stimulate business in order to continue to thrive in these tough economic times. Many shop owners desperately want to create their own online stores to generate additional sales, but they simply do not have the resources to do that.”

Consignment Chic’s store provides the perfect solution for the shop owner and the customer. “ConsignmentChic.com provides a cost-effective way for consignment stores to sell online with minimal effort while maintaining their identities as individual stores. [Participating Chic stores](#) have their own individual stores within the larger Consignment Chic store, so the transaction occurs between the customer and the individual store,” explained Dismukes. Dismukes believes that when online customers are able to deal with established stores it adds credibility and trust to their online shopping experience and creates more personal interaction with the customer.

ConsignmentChic.com is a consumer-focused national website with video clips, blogs, a store finder, message boards, an online store and information to educate and energize consumers about consignment shopping. Consignment Chic is a member of NARTS, the National Association of Resale and Thrift Stores and ECMTA,



and the E-Commerce Merchants Trade Association.

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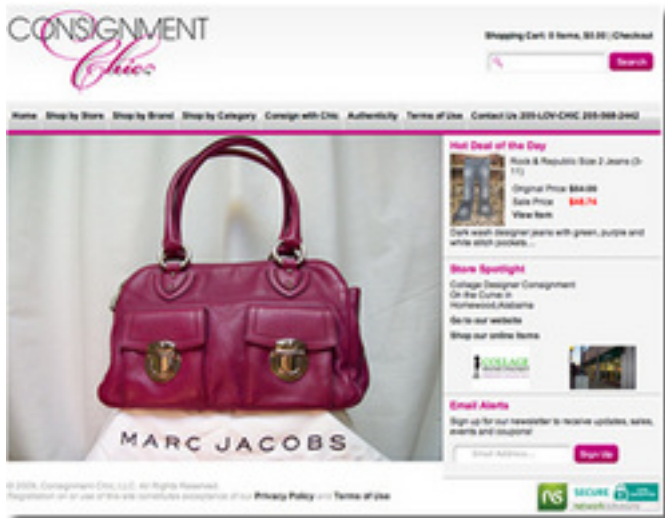
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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## Parties that Cook Debuts 'Delectable Holiday Desserts' Cooking Class

*Local culinary events company opens registration for inaugural Holiday Dessert Cooking Course on November 18.*

San Francisco, CA (Vocus) November 10, 2009 -- Award-winning culinary events company [Parties That Cook®](#) today announced Delectable Holiday Desserts, a new holiday cooking class which will take place at Dacor Kitchen in South San Francisco, Calif. on November 18. Currently open for registration, Delectable Holiday Desserts is a two-hour, interactive cooking lesson sure to please attendees ready to kick off the holiday season with easy-to-make yet irresistible holiday sweets.

Date: Wednesday, November 18, 2009

Time: 6:30-8:30 p.m. PDT

Location: Dacor Kitchen, 871 Dubuque Avenue, South San Francisco, Calif.

Cost: \$69/person

To register: Tickets are available for purchase [here](#). (Tickets are non-refundable and cannot be applied to a future class.)

Parties That Cook's [cooking classes](#) are open to any interested individuals—regardless of culinary experience. Sodas, coffee and hot chocolate will be provided, and each guest should bring a bottle of wine to share with the group if he or she wishes to drink while dining. Attendees will start the session with a lively cooking demo from their professional chef instructor, then break into teams and work on a recipe from the selected desserts menu while listening to upbeat music. Recipes are printed for guests to take home, recreate and share with friends and family.

Guests partaking in the upcoming Delectable Holiday Desserts course will create and enjoy the following mouth-watering dishes:

- Churros with Mexican Hot Chocolate Dipping Sauce
- Mini Meyer Lemon Cupcakes with Cream Cheese Buttercream Frosting
- Crespelli Gianduja: Buttery Crepes filled with Hazelnut-Chocolate Cream
- Creamy Butterscotch Pudding with Whisky Whipped Cream
- Sugar Cookies with White Chocolate and Macadamia Nuts
- Chocolate Dulce De Leche Shortbread Bars

### About Parties That Cook

Parties That Cook stages deliciously fun [cooking parties](#) and [corporate team building events](#) in private homes and professional kitchens throughout Chicago and the San Francisco Bay Area, including San Jose and Wine Country. Founder and Executive Chef Bibby Gignilliat pioneered the in-home cooking party concept in 1999, and extended the company's hands-on, interactive culinary events to include a wide array of corporate team building events, cooking parties and cooking classes. For more information on Parties That Cook, please visit [www.PartiesThatCook.com](http://www.PartiesThatCook.com) or call 1-888-907-2665.



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Plus Size Lingerie Company AboutCurves.com Shows Increased Revenue For Second Year Straight**

*Despite economic weakness, one mother-daughter company has steadily increased revenue for two years running. This online company, AboutCurves.com, exclusively sells plus size lingerie. There are several possible reasons for their success in this economic environment.*

(PRWEB) November 10, 2009 -- In an economic environment where many businesses are posting record losses, one company has seen consistent increases in revenue for the past two years: About Curves. This small, female-owned family company sells plus size lingerie on the internet. And sales have been hot, hot, hot.

In fact, so far this year, the company is showing a 24% increase in revenue over 2008. And 2008 showed a 36% increase in revenue from 2007.

How is that possible? Partner Robin Bryan Culver suspects that with the economic downturn, one reason the company has seen such an increase is because couples have been having date night at home instead of going out. "A night of dinner and a movie can easily cost a couple \$100. Getting take-out, renting a DVD, and wearing a new piece of lingerie while you cuddle on the couch costs only \$70 by comparison."

But couples deciding to focus their romance at home doesn't account for this company's increase completely. In fact, lingerie dynasty Victoria's Secret posted a 10% loss in net sales for quarters 1 and 2 in 2009 over their 2008 figures. And during the same period in 2008, net sales only increased 3% over 2007.

Partner KC Culver, who is also Robin's daughter, thinks size acceptance factors into their success. "People are beginning to realize that if the average woman in the US is a size 16, then a size 16 can be beautiful. Women are becoming more comfortable with their bodies as they are, instead of constantly feeling like they should hide any fat rolls or stretchmarks." The expansion of the plus size market might make About Curves a more mainstream company.

But, as Robin Bryan Culver argues, being a small business can also be a plus in a recession. "Because we are a family company, we are able to provide individual attention to our customers, giving them that special touch that makes them return customers." In fact, one of the special touches that About Curves provides is that packages are always gift wrapped so that the recipient can feel like they are opening a present.

Both partners are proud to work hard for a business that meets their customers' needs. And it's clear that customers like About Curves, as the numbers show.

### **About The Company:**

About Curves was started in 2001 by a mother-daughter team who were frustrated by the lack of options available to women who do not fit the "model mold." Their mission is to provide women with the ability to feel sexy and to encourage women of all shapes and sizes to celebrate their curves.

Every product offered by About Curves is personally approved by a team of discriminating shoppers, and then



modeled by plus size women in About Curves' very own photo shoots. The owners pride themselves on their insistence that women should not be made to squeeze their bodies into outfits that are uncomfortable, disrespectful, or poorly made.

The webstore now offers over 300 different products. The line includes traditional lingerie, including babydolls, bustiers and corsets, gowns, chemises, camisole sets, and teddies, as well as specializing in robe sets and bridal lingerie. The new expanded line also includes costumes, body products, feather products, and shoes.

For more information, please visit <http://www.aboutcurves.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Soroptimist Partners with Jackson Hewitt Tax Service to Help Women Achieve Their Educational Goals**

*Organizations unite to provide laptops for women working to enhance their educational and economic status*

Philadelphia, Pa. (PRWEB) -- Soroptimist International of the Americas, an international volunteer organization for business and professional women, has announced a partnership with Jackson Hewitt Tax Service® to provide laptops to recipients of the 2010 Women's Opportunity Awards, an awards program created by Soroptimist in 1972 to help women in the pursuit of advancing their educational and career status.

Jackson Hewitt Tax Service®, an industry leader providing full service individual federal and state income tax return preparation, will donate 25 IBM ThinkPad laptops, fully equipped with operating systems and basic software, to Soroptimist for presentation during the Soroptimist Women's Opportunity Awards in Spring 2010.

“We are honored to be able to provide such a valued technology tool to these deserving women,” said Danamichele Brennen, Chief Technology Officer, Jackson Hewitt Tax Service Inc. “As the nation's second largest tax preparation service, we understand the value of technology and how being connected through the use of a laptop can truly make the difference in success or failure.”

The Women's Opportunity Awards program assists women who provide the primary source of financial support for their families by giving them the resources they need to improve their education, skills, and employment prospects. Recipients, many of whom have overcome enormous obstacles including poverty, domestic violence, and drug and alcohol abuse, may use the cash grants to offset any costs associated with their efforts to attain higher education, such as books, childcare and transportation.

“Most of our recipients are single moms who are stretched thin and struggling to juggle the demands of everyday life,” said Soroptimist President Catherine Standiford. “Many of these women can't afford computers and are forced to use the computers at their local libraries. Obviously this is not ideal as it impedes their studies and adds another stress to their list of worries. That's why providing laptops to these women is such an important part of helping them succeed.”

Soroptimist first started awarding laptops to recipients in 2009 as a way to make it easier for the women to complete their school assignments, but has found it also helps boost winners' self-esteem.

“Winning a laptop felt like an acknowledgement of my potential to be a successful, strong woman,” stated Carene Verriere McMasters, a 2009 Soroptimist Women's Opportunity Award recipient from Napa, California. “This wonderful gift brought a great sense of relief, because I knew that it would be much easier for me to achieve everything I wanted to achieve, and I would be able to compete with some of the other successful students at my chosen institution and career path.”

“Thanks to Jackson Hewitt and this generous donation, Soroptimist will be able to help even more women achieve their educational goals and reclaim their dreams of a better life for themselves and their families,” said



Standiford.

Headquartered in Philadelphia, Pa., Soroptimist is an international volunteer women's organization offering programs that improve the lives of women through three distinct platforms: economic empowerment, elimination of violence, and gender equality. Soroptimist, a 501(c)(3) organization that relies on charitable donations to support its programs, also sponsors the Live Your Dream campaign in recognition of the power of women and their dreams. Visit the campaign's online home at: [LiveYourDreamCampaign.org](http://LiveYourDreamCampaign.org). For more information on how Soroptimist improves the lives of women and girls, visit [Soroptimist.org](http://Soroptimist.org).

Jackson Hewitt Tax Service Inc. (NYSE: JTX), with approximately 6,600 franchised and company-owned offices throughout the United States during the 2009 tax season, is an industry leader providing full service individual federal and state income tax return preparation. Most offices are independently owned and operated. Jackson Hewitt is based in Parsippany, New Jersey. More information may be obtained at [www.jacksonhewitt.com](http://www.jacksonhewitt.com). To locate the Jackson Hewitt Tax Service® office nearest to you, call 1-800-234-1040.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **HerGameFace.com Launches to Help Female Fans Gear Up for the Big Game**

*Women are sports fans too. That's the motivation behind HerGameFace.com, a new online destination for female sports fans.*

(PRWEB) November 10, 2009 -- Women are sports fans too. That's the motivation behind HerGameFace.com, a new online destination for female sports fans. HerGameFace.com was created when Jennifer Myers Robb and Diane Burnett, two savvy online marketers with a passion for sports, grew tired of the endless search for sports apparel that fit a woman's body.

"I would spend hours wading through thousands of men's jerseys and t-shirts to find the perfect Tar Heels fitted shirt only to end up buying a youth size because there weren't any styles that fit me", says Myers Robb, a UNC grad. "While there are dozens of great websites for sports fans, none cater to the special needs of women. Diane and I decided to apply our over two decades of combined online marketing experience to create a website for die-hard female fans to shop for the items that they are looking for —from a curve hugging vintage jersey to a stylish purse in school colors."

From that inspiration grew HerGameFace.com, a site that caters to growing female fan bases across college and professional sports teams. Finally, there is one destination where women can shop for fan gear and gifts from all of their favorite sports teams including NCAA, NBA, NFL, MLB, NHL, NASCAR and Soccer. HerGameFace.com aggregates hundreds of thousands of products from trusted online merchants including Sports Authority, FansEdge, and FootballFanatics.com. Myers Robb and Burnett have developed an algorithm that filters and sorts items using keywords most used by female shoppers across a wide range of categories such as apparel, tailgating, collectibles, and autographed memorabilia. Filters allow users to quickly and easily find the size and style representing their favorite team.

"Our game plan is to become the premier online destination for female sports fans," says Burnett. "HerGameFace.com continues to add new partners and inventory every month and will continue to refine the display algorithm to further improve the customer experience. We also plan to grow into a community where women can read the latest sports news, discuss the big game, and connect with each other."

For more information about HerGameFace.com and to shop for fan gear and gifts, visit the web site at <http://www.hergameface.com> or contact Jennifer Myers Robb or Diane Burnett via email at [info\(at\)hergameface\(dot\)com](mailto:info(at)hergameface(dot)com) or Jennifer by phone at 954-778-0047.

HerGameFace.com is on:

Twitter: @hergameface

Facebook: <http://www.facebook.com/home.php#/pages/HerGameFacecom/263196445299?ref=nf>

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).



## **Max International Launching in Australia in February Next Year**

*Max International is planning to begin operations in Australia (4th market) in February 2010. This is a ground floor opportunity for associates to expand their organizations into a market where some have strong ties. International expansion is an important step for Max to establish successful markets in Australia and New Zealand and, eventually, other global markets.*

(PRWEB) November 9, 2009 -- Max International is planning to begin operations in Australia (4th market) in February 2010. This is a ground floor opportunity for associates to expand their organizations into a market where some have strong ties. International expansion is an important step for Max to establish successful markets in Australia and New Zealand and, eventually, other global markets.

Max was founded by dedicated and successful entrepreneurs who have a vision to improve the physical and financial lives of individuals around the world. The Founders have expertise in marketing, research and development, business management and much more, which is why Max is unbeatable. They know potential when they see it, and they know how to achieve success, making it no surprise that MaxGXL is the brightest rising star in the Network Marketing Industry.

Max's flagship product is MaxGXL (Glutathione Accelerator). Glutathione is the Body's Master Antioxidant and every cell in your body requires an adequate supply to function and to stay healthy. It's your body's super defender against illness, infection, toxins, and disease. GSH is critical to optimum brain function, and is also your body's first line of defense against diseases of aging and the harmful affects of stress and overexertion. Glutathione has been shown to slow down the aging process, detoxify and improve liver function, strengthen the immune system and reduce the chances of developing cancer. Glutathione also works to help improve mental functions, increase energy, improve concentration, permit increased exercise, and improve heart and lung function - just to name a few.

There will be a kick-off event as they get closer to the opening date. If you are in Australia contact the team now as they are gear up to the official launch in February.

Max International <http://www.maxinternational-australia.com>

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**Online Web 2.0 Version**

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## **Guardian Disability Insurance Brokerage Establishes The Best Way To Start New Agents**

*The insurance industry has an average 4 year retention of 12%, meaning 88% of people entering the life and health insurance industry fail or leave within their first four years. Guardian Disability Insurance Brokerage has a 4-year retention of 85% because they have reinvented the model for hiring insurance agents. Last year Anthony Delvecchio, and this year Thomas Lloyd won the International DI Society's Founders Award for excellence in DI production for new agents nationwide. Both Anthony and Thomas work at Guardian Disability Insurance Brokerage, and are part of a new business model of selling disability insurance over the internet.*

(PRWEB) November 9, 2009 -- This year at the [International DI Society](#) conference in Las Vegas [Thomas Lloyd](#) was presented their second annual Founders Award for excellence in DI production for an agent three years or less in the business. What makes this award special is that it is the second straight year it has been won by an agent from [Guardian Disability Insurance Brokerage](#) in Rockville, MD. Last year Anthony Delvecchio won the same award, and they both set production levels much higher than any other candidates.

Guardian Di Brokerage is not your typical insurance agency, founded by Steve Crawford in 1997, they are the nation's leading seller of individual disability insurance over the internet. 85% of the agents they have hired are still with them today because of the volume of business leads provided to every new agent from the tens of thousands of people visiting their website every month from search engines like Google and Yahoo.

Insurance carriers spend a small fortune on every new person hired into the business, and have a 4 year retention of only 12%. "I don't know any other business where 88% of the distribution fails inside of 4 years and they don't shut the entire operation down." says Steve Crawford.

Our agency has produced the last two Founders Award winners because the industry has changed, and we were one of the first to recognize disability insurance is a commodity, and it can be sold on-line. Almost every single one of our producers is in the top 50 in the company for nationwide disability insurance production.

Professionals from all across the country visit our website, request [disability insurance quotes](#), and work with one of our agents to design a custom policy designed for them. The model works a lot better for us than the traditional model of bringing a new agent into the business, and having them do joint work with a senior agent on all their friends and family. Once a new agent is done with their friends and family, they typically fail out of the business unless they are really good at obtaining referrals. Our agents have lead the entire company nationwide in DI production, received numerous awards like the IDIS Founders Award, and been interviewed by CNN, CBS Marketwatch, Wall St. Journal, Forbes, and several other major news sources on the subject of individual disability insurance.

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## **Mover and Shaker August Black Gives Men their Much Needed "Space"**

*Leading Interior Design Firm that Caters Strictly to Men Celebrates its One Year Anniversary and New Home Staging Service*

New York, NY (PRWEB) November 9, 2009 -- August Black, a bi-coastal interior design firm that offers fashionable as well as functional living solutions for the modern male lifestyle, is now celebrating its one year anniversary in business. The company, which has been a leader in creating both comfortable and memorable bachelor pads, is now expanding its offerings by providing men with both [design and moving services](#).

Since the company's inception, August Black has helped men discover "his inner designer" by constructing personalized, high-end residential environments which reflect one's personal success. Whether a home makeover is for larger or more modest living spaces, August Black's creative and caring staff will assist single men in determining the right floor plan, selecting furniture and decorating rooms to create their ultimate bachelor pad.

"August Black has had a successful first year working with men from all walks of life and helping them create the bachelor pad of their dreams," said Taylor Spellman, President of August Black. "As we continue to adapt a man's living space to his aspirations, we will also assist him with his total design needs by offering professional organizing and full-service moving options."

The company is expanding its offerings with [August Black Moves](#), which is a new division that caters to those in need of relocation services. The "Moves" team will not only oversee a bachelor's move into a new residence, it will allow him to come home to a professionally set-up home with pillows fluffed, pictures hung, t-shirts folded and suits hung up!

### About August Black

Founded in 2008 by Owner and President Taylor Spellman, August Black offers men a way to match their personal success with a classy and luxurious living space. The one-stop design shop takes the hassle out of home improvement by offering functional, fast and affordable decorating, organizing and moving options. To learn more about this male-focused residential and commercial interior design firm, please visit the company Website at [www.august-black.com](http://www.august-black.com).

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