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## **In Time For Thanksgiving Football Fever, Treetopia Releases New Colorful Christmas Trees For Football Fans**

*Football fans tackle both the Christmas and football seasons by buying artificial Christmas trees that match team colors.*

South San Francisco, CA (PRWEB) November 22, 2009 -- Treetopia, the leading online retailer of unique artificial Christmas trees, finds that football fans are a strong niche market for colorful artificial trees. Fans are purchasing artificial trees in the colors of their favorite teams and leave them up throughout the football and Christmas season.

Despite an October 4th article on msnbc.com that stated Americans are seeking comfort from a ravaged economy by reverting to nostalgia and traditional holiday colors this season, Treetopia is finding colorful Christmas trees are more popular than ever this season.

“We’re seeing a strong market for colorful [artificial Christmas trees](#) this year,” says Carrie Chen, spokesperson for Treetopia. “Sports fans love decorating their Christmas trees to match their favorite teams so we released additional colorful trees, like our navy and orange trees, in order to expand our offerings.”

Football, like Christmas, is a long-standing American tradition. During tough times, Americans seek and create a sense of solidarity and pride by partaking in traditions. This was evidenced by the 2009 Super Bowl; that year it averaged the largest viewership in television history -- 98.7 million viewers, according to Nielsen Media Research.

Americans also find unique ways to minimize expenses and maximize benefits in a down economy. A colorful artificial Christmas tree is a wise investment for an NFL and Christmas fan. “By purchasing our [red Christmas tree](#), a Cardinal’s fan is satisfying his basic consumer need for a Christmas tree and his need to unite with his team,” says Ms Chen.

With trees in a rainbow of colors from traditional green to orange, black, silver, red, light blue, navy, burgundy, gold and more, Treetopia has an [artificial Christmas tree](#) for everyone.

Treetopia’s [white Christmas trees](#) are seeing a lot of play this year as well. Considered a standard in the world of colorful artificial Christmas trees, white trees are also often used by sports fans that deck them in their favorite team colors. “We’ve even seen trees topped with football helmets instead of the traditional star or angel,” says Ms. Chen.

For more information, please visit [www.treetopia.com](http://www.treetopia.com)

### About Treetopia:

Treetopia.com is an online store featuring a diverse selection of artificial Christmas trees. Featuring traditional artificial Christmas trees, white artificial Christmas trees, black artificial Christmas trees, pink artificial Christmas trees, silver artificial Christmas trees, lime green artificial Christmas trees, purple artificial Christmas trees,



upside-down artificial Christmas trees, lighted palm trees, trimmings, tree skirts and decorations , Treetopia has something for everyone. They sell exclusively online through [www.treetopia.com](http://www.treetopia.com).

###



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### **Online Web 2.0 Version**

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



## Zakta Offers Timely Help with Holiday Planning

*Zakta, a new social Web search engine on the scene, offers a unique way to make holiday planning easy, organized and fun. Member-generated Zakta Guides offer an organized point of reference for many holiday-related topics, from learning how to deep fry a turkey to creating stunning Christmas displays and everything in between.*

Cincinnati, OH (PRWEB) November 22, 2009 -- [Zakta](#), a new social Web search engine on the scene, offers a unique way to make holiday planning easy, organized and fun. Member-generated Zakta Guides offer an organized point of reference for many holiday-related topics, from learning how to deep fry a turkey to creating stunning Christmas displays and everything in between.

Zakta members have gathered the most useful holiday resources available on the Web, organized them into references, Web sites, books and articles, shopping and other helpful categories:

- Each year, Americans celebrate Thanksgiving in honor of the Pilgrims, early settlers of the Plymouth Colony in the American mainland, and their initial relationships with Native Americans. For more information on who the Pilgrims were and how they impacted America, see [A Guide on the Pilgrims](#) which provides enlightenment.
- The Pilgrims survived their first winter in the New World through the help of a Patuxet Native American, Tisquantum, better known as Squanto. A Zakta Guide on [Squanto](#) sheds light on this pivotal character in American History and the first Thanksgiving.
- Thanksgiving is a time like no other for the feast that it brings each year. To put a spin on traditional Thanksgiving fare this year - check out this [Thanksgiving recipes](#) Guide.
- While it is not for the health-conscious, deep fried turkey has become a rather popular way to prepare turkey at Thanksgiving. Recipes, resources, videos, safety information and more are available in this Guide on how to make [deep fried turkey](#).
- With all the food that is characteristic of Thanksgiving, come many chemicals in the form of hormones, pesticides, herbicides etc. into your food. However, to master the creation of an organic Thanksgiving dinner, there's a Guide for that.

Thanksgiving kicks off the holiday season in earnest and Zakta members have even more fun and useful information to share for the holiday season ahead:

- Interested in lighting up your home for the holidays? Check out this Zakta Guide on [Stunning Christmas displays](#) - it has an awesome compilation of stunning videos and fantastic pictures of Christmas displays. It provides information some of the more elaborate displays from around the world, and tips on how to create your own. Inspired to light up a home this holiday season, but don't know where to start? No worries - this Guide offers practical tips on how to begin and even information on where to find supplies to make your own home a holiday masterpiece!
- Make it through the holidays but still feel anxious? Learn how to stretch, relax, and de-stress with [holiday yoga](#).

Zakta also offers categorized results for topics such as recipes, pet boarding, lodging, holiday travel and more. Search results can be edited to keep only what you want and throw away results that are not relevant to you. Zakta automatically saves changes, making it easy to create personalized search results at any time.



"Zakta is a new kind of Web search engine that empowers people to easily find and share useful information on any topic with each other in the form of Guides. When people help each other in this way, everyone benefits from cutting through the clutter of the Web. We invite people to visit Zakta and take advantage of these Guides on holiday planning and share their own Guides on other topics as well", said Sundar Kadayam, Founder and CEO of Zakta.

Creating Guides on Zakta is easy and fun. Guides can be created on any topic, limited only by imagination. Zakta even lets you invite your family members or friends - people you trust - to collaborate with you, in finding the best information together. Whether it is planning a holiday party, picking the perfect winter weekend getaway, shopping for unique gifts, finding worthy causes for your holiday giving, unearthing holiday community service opportunities, or putting together a perfect "green" holiday season, Zakta has the right tools to help you find exactly what you need and share it with others.

If you still can't find what you're looking for - don't worry. Members can submit an idea to the Zakta team, who will then evaluate the topic to determine whether it's one that others would be interested in learning more about as well. If so, the Zakta team, with the help of other members, will research the topic and create additional Zakta Guides as necessary, organizing the best, most relevant information available on the Web.

Let Zakta help guide you through the holiday season this year. With so much to do in such a short period of time, it is important to keep organized so that you can focus your energy on the reason for the season, rather than on the details.

#### About Zakta:

Zakta is a personal and social Web search engine that allows for more collaborative search, giving users the tools to find, personalize, share and discover information on the Internet in a more meaningful way. Zakta, whose name is derived from the word "exactly", was founded by search expert, Sundar Kadayam in 2007. Zakta is backed by Vora Ventures, with veteran entrepreneur Mahendra Vora as Chairman of Zakta. Seasoned technologist Mark Reed is CTO of Zakta. Zakta LLC ([www.zakta.com](http://www.zakta.com)) is a small, privately held start-up in Cincinnati, Ohio.

###



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**Online Web 2.0 Version**

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

## 'World wide Ceilidh' Launched to Celebrate St Andrew's Day

*To celebrate St. Andrew's Day 2009, Scotland is inviting revellers from around the world to join the celebrations online with the launch of a new viral campaign, "World wide ceilidh".*

(PRWEB) November 21, 2009 -- Scotland is inviting St Andrew's Day fans across the world to don their kilts and enjoy a highland fling with friends at the world's first online '[World wide Ceilidh](#)'.

The new online viral campaign on [Scotland.org](#) is jam packed with applications which allow St Andrew's Day fans worldwide to give themselves a Scottish makeover. After kitting themselves out in a kilt and sporran, taking their online partner by the hand and dancing a Scottish ceilidh reel, St Andrew's Day revellers can invite their friends and family to join in wherever they may be in the world.

Visitors to Scotland.org, Facebook and Twitter fans are amongst the first people who have already joined in the online fun. The official Gateway to Scotland website also includes a wealth of information to help people worldwide celebrate St Andrew's Day.

Events are taking place throughout Scotland and worldwide in celebration of our national day and the Homecoming Scotland Finale celebrations.

Throughout 2009, Scotland has been celebrating the year of Homecoming and has welcomed thousands of visitors to the country. St Andrew's Day marks the finale to Homecoming Year with over 40 events taking place throughout Scotland.

For a full list of free activities taking place in your area from Saturday 29th November – Monday 30th November, visit [Scotland.org/St Andrew's Day](#).

ENDS

Notes to Editors:

St Andrew's Day, Scotland's National Day, is on November 30.

A Ceilidh is a Scottish social gathering with traditional music, dancing, and storytelling.

The worldwide ceilidh is a fun online viral campaign designed to encourage people of all ages both in Scotland and across the globe to join in the fun of celebrating St Andrew's Day.

Scotland.org is the official Gateway to Scotland website and provides introductory information on Scottish culture and visiting, studying, working and doing business in Scotland. The website also provides a wealth of information on celebrating St Andrew's Day including: the history of St Andrew, events in Scotland and overseas, visiting Scotland's attractions for free on St Andrew's Day, and hosting your own event.



Regular updates on “doing something” for St Andrew’s Day 2009 are being provided to fans through social networking sites.

This year Scotland.org is working in partnership with Homecoming Scotland 2009. There are over 40 events taking place across Scotland as part of the Homecoming Scotland Finale Celebrations taking place from 26th-30th November.

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### **Online Web 2.0 Version**

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



## **Ile de France Cheese Offers \$1,000 for the Best Appetizer Recipe**

*The Ile de France Cheese Holiday Bash for Cash has begun - and everyone who participates has a chance to win \$1,000 and other great prizes. The French cheese importers' new contest wants to see what cheese lover has the most appetizing appetizer this holiday season.*

(PRWEB) November 21, 2009 -- Your Thanksgiving appetizer could get you \$1,000.

The Ile de France Cheese Holiday Bash for Cash recipe contest invites cheese lovers all over the United States to submit their best cheese appetizer recipe for a chance at cash and great gourmet prizes.

The only requirements to enter are that participants use an Ile de France French cheese and supply a picture of and recipe for their preferred dish. All the details are available at the official Ile de France Cheese Lover's Blog - [www.iledefrancecheese.com/blog](http://www.iledefrancecheese.com/blog).

Send your appetizer recipe instructions along with a picture of your dish and the name of the Ile de France Cheese\* it features to [contest\(at\)iledefrancecheese\(dot\)com](mailto:contest(at)iledefrancecheese(dot)com) by 6 p.m. Nov. 30 and you'll be part of our \$1,000 Holiday Bash for Cash!

With Thanksgiving fast approaching, holiday entertaining is a hot topic.

Visitors to [www.IledeFranceCheese.com](http://www.IledeFranceCheese.com) will find the site has spent the past few months adding how to guides for a variety of home entertaining tips. Five minute gourmet appetizers, cheese fondue recipes and appetizer verrines are some of the home entertaining topics that site has addressed.

Ile de France Cheese has over 400 specialty recipes featuring three dozen different cheeses on it's official website. The site also offers tips and how to guides on serving gourmet French cheese with appetizers, desserts and everything in between.

Additionally, gourmet enthusiasts will find detailed information on French cheeses, from classic French brie and goat cheese to an impressive array of hard and soft gourmet fromage.

Those who visit [www.IledeFranceCheese.com](http://www.IledeFranceCheese.com) are encouraged to enter the site's weekly cheese basket sweepstakes, which includes an assortment of fine cheeses and accompaniments. And food bloggers can contact the site for information on how to be a part of the site's blogger sample program, which gives bloggers that opportunity to sample gourmet cheeses and review them, as well as get samples to use for the site's recipe contests.

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**Online Web 2.0 Version**

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



## As the 2010 Vancouver Olympics Gears Up, MAGIX Gets an Early Taste of Gold

*TopTenREVIEWS has awarded MAGIX's Xtreme PhotoStory on CD and DVD 8 deluxe its prestigious gold award.*

(Vocus) November 20, 2009 -- The Olympic Games are just around the corner, and MAGIX has found itself on a podium of its own with TopTenREVIEWS bestowing us their coveted [Gold Award in their photo slideshow category for Xtreme PhotoStory on CD and DVD 8 deluxe](#).

Judges were won over by Xtreme PhotoStory's ability to enable users to do everything from creating impressive and manageable slideshows, to advanced photo-editing. All of which can be shared on their TV, laptop, or even mobile device. The MAGIX team has spent years fine tuning the program and training for this moment in the spotlight.

With highlights such as 3D text animations, a slideshow wizard that uses a separate audio track for easy syncing with a project, direct YouTube uploads, and a HD slideshow player, sharing your memories has never been easier. Import video files, and export them in AVI, MPEG1-3, or almost any other codec supported on your home computer.

MAGIX encourages you to download a free trail-version of their Gold winning software, and see why we have been recognized as "Faster, Higher, Stronger" than the rest. Capture some winning Olympic moments of your own, and share them with Xtreme PhotoStory on CD and DVD 8 deluxe.

[Find it here.](#)

### About TopTenREVIEWS

Founded in 2003, TopTenREVIEWS provides the consumer the information they need to make a smart purchase. Through their side-by-side comparison charts, news, articles, and videos they simplify the buying process.

As [TopTenREVIEWS](#) says: We do the research so you don't have to™.

### About MAGIX:

MAGIX AG, is an international company that provides software, online services, and digital content. Its services can be used for anything from creating multimedia products to services in personal communication. Furthermore, MAGIX also offers tailor-made multimedia packages as one-stop solutions to business partners such as online portals and hardware manufacturers. Since 1993 MAGIX has developed state-of-the-art technology for designing, editing and archiving digital photos, videos and music. MAGIX holds a leading market position in Germany and various other European countries, and is one of the three leading market players in the USA and Canada.



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### **Online Web 2.0 Version**

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



## **Go Media Box 'Filming America Tour'...One route, One Hundred Neighborhoods, One Hundred Businesses and One Hundred Videos**

*Go Media Box! Go! Florida to New York – November to January 2010. Go Media Box are hitting the road to produce videos and promote their snappy new website.*

(PRWEB) November 20, 2009 -- [Go Media Box's](#) site is so modern and sexy your hair will curl!

Businesses will love this fresh approach and the bilingual video wall is outstanding in its presentation. To the company's credit they have made videos available in English and/or Spanish. Check it out at the [videowall](#).

Plus! Go Media Box are about to begin their first video road tour and they are inviting everyone along the way to join in the adventure.

Dynamic new idea, vibrant, unique, young and fresh; these are the words that describe this promotional tour. Anyone with a business to promote will want to jump on board early. The opportunities to be involved with this project will go fast.

Go Media Box are a group of passionate filmmakers; a video production and strategic marketing company offering affordable business solutions. They are promoting an all-in-one video package, full production from beginning to end for a very low promotional flat rate.

Why video?

"Words are no longer enough to promote a business, and video gives the opportunity to show people, personalities, places", said Marcelo Lopez co-founder of Go Media Box.

Nothing speaks louder to potential customers and clients than high quality audio visual, it is an economical way to make a lasting impression.

In the world of social networking and linking what a business does on YouTube, Google, Twitter and Facebook will hugely impact on the number of people that visit their web site or business and video is the perfect way to engage customers.

Artists on the Move

This group of filmmakers represent true quality and creativity, surpassed by none. Go Media Box has been founded on a premise of quality and customer service. For this company art is important because video without originality or talent without a medium are hollow achievements. This company thrives on the innovation and creativity that inspires and compels forward thinkers onward.

Go Media Box ARE Moving Forward – they are filming America

The tour begins in Key West, Florida and makes its way to Manhattan, New York. Every town along the way is



invited to participate. For a low cost price, Go Media Box is inviting businesses in every town to make a video. It can serve any purpose: Promote a business, expand a soapbox audience, tell the world about a restaurant, tell the world about a pet shop...

Businesses can tell the world whatever they think the world should know, because they may never have another opportunity to utilize professional artistic video talent like this for so little.

These promotional videos are being created for only \$100. The package includes:

- High quality video
- On location shoot (1 hours)
- An interview with the business owner or nominee (30 minutes)
- Royalty free music
- Professional pre and post-production
- Free uploads to YouTube, MySpace, Facebook and Google

#### The Tour

For those interested in being part of the exciting America Tour, Florida to New York, Go Media Box is set to appear in just about every city in between. Check if your city is on the [map](#) and if it is not there don't fret – the friendly staff of Go Media Box are open to suggestions. This is no ordinary company and this is no ordinary tour.

For more information about Filming America Tour, video sales, filming opportunities or any other information [contact Go Media Box](#).

Marcelo López  
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###



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### **Online Web 2.0 Version**

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

## Toys For Torts Can Help Office Workers De-Stress For Success

*All work and no play makes Jack more than dull; it can make him sick. That's why companies large and small are now advocating more play time at work as they find that office toys are good for business.*

(PRWEB) November 20, 2009 -- Everybody knows the saying “all work and no play makes Jack a dull boy” but how many people actually take the time to work in some fun during the day!? While job-related stress costs the economy billions of dollars each year in lost productivity, the great news is that psychologists today are urging workers to de-stress for success by mixing some playtime into their work day!

### When Play is Okay

Come on, even preschoolers get cookies and a time-out and they're already playing almost 100% of their work day! Don't adults deserve a little play time, too? For some people, pets are the perfect calming companion and one out of five companies are actually letting employees share their offices with dogs, cats and even bunnies (which is probably why Hugh Hefner always looks so relaxed)! But if everybody brought their dog to work, would it still be stress-free when two old dogs (real ones vs. what's in Disney's movie) decide to rumble over the key to the executive fire hydrant? So while companies both large and small apparently agree we need to de-stress, most are in favor of this solution to the noise pollution...

### Desk Toys, Baby!

Yeah, desk toys! Turn them on, turn them off and they're always there to turn a worker's frown upside down. Stuffed frogs and slinky dogs and boredom destroyers like little pet lawyers and - woah, what was that last one - little pet lawyers?! You read it right, Torts Fans! Who would have believed that the latest craze for our crazy days is now a spike-collared, flashy-eyed, growling pit bull shark toy who comes packaged in his own doghouse and is named “[My Pet Lawyer!](#)” With his remote-control, “My Pet Lawyer” will growl out any one of nine preprogrammed lawyer-type phrases from “Pro Bono? Never heard of him!” to “I care. Hahahahahahaha!” He can even be programmed along with a whole firm of pet lawyers to say or sing anything right from the top of their briefcases. And sticking out from underneath each briefcase are the hands of each little lawyer's last courtroom victim!

### Brighten Up Your Black Friday!

If you're thinking “Yikes,” (or maybe something more expletively expressive) it's almost Black Friday, can Christmas or Hanukkah be far behind?!” Well, right after “Duh!” the answer is “ChYuhhh, they're right around the corner behind those, “oh no” office parties and “uh-oh” employee gift exchanges! Don't panic! “My Pet Lawyer” has got your Black Friday back covered! He's ready to bring you plenty of holiday shopping “comfort and joy” along with a big NOT GUILTY gift verdict when you surprise your employer with his own pet lawyer! “[My Pet Lawyer](#)” is also the perfect cutting-edge cut-up for any office party with everyone recording their own hilarious personalized greetings at the push of a button or teaching him to sing their favorite Christmas carols or Hanukkah songs either solo or in a synchronized “firm” with a whole choir of pet lawyer pals! Ahhhh, but what



about the little bald barking barrister after the holidays? Well, that's when "My Pet Lawyer" will really have his day in court because he's going to be the number one "de-stress for success everyday desk toy" in the office - ready to "sit," "stay," "sing," "take a deposition" and just generally keep everyone smiling week after week!

Yes, Virginia, There Really is a Pet Lawyer!

"My Pet Lawyer" is already the crème de la crème desk toy on five continents! Why? Because he's "hilariously cute" as the publication "Young Money" said in one review and one of the Best Creative Holiday Gifts and Best Office Gifts according to "Baltimore Magazine!" "Gotham Magazine" said "My Pet Lawyer" is the "perfect present" for a "mogul in the making" and that makes him a perfect gift for the lawyer in your life or your husband or wife, the law student down the hall and even the college kid who forgets to call! Yes, "My Pet Lawyer," an official Christmas sponsor of "Toys for Tots" is definitely the ideal "Toy for Torts!"

How? What? Who? Where Do I Find Him?

"My Pet Lawyer" is available right now from Billable Hours Unlimited, Ltd. and through the magic and mystery of a simple computer mouse click to [www.mypetlawyer.com](http://www.mypetlawyer.com)! You will find the coolest information about him there; "My Pet Lawyer" was called a "must-have toy" by the "American Bar Association Journal" – proving once and for all that lawyers really do have a sense of humor! He was also picked "Cool Executive Toy" on CNBC, a gift "for the attorney who has everything" by "California Lawyer Magazine" and he was even the Editor's Pick and Tip of the Month at "Where Washington!" Read the reviews, watch the introduction, check out his latest webisode and definitely catch him and his twin human law firm partner in the latest Flash TV commercial! Hey, "My Pet Lawyer" is waiting for you right now at [www.mypetlawyer.com](http://www.mypetlawyer.com) – what are you waiting for?!

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**Online Web 2.0 Version**

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

## **Cookbook Author Creates Copycat Recipe to Aid Eggo Waffle Shortage**

*A day after Kellogg Co. announces a shortage of Eggo Waffles, recipe cloner Todd Wilbur creates a taste-alike version in his home kitchen and releases it online.*

Las Vegas, Nevada (PRWEB) November 20, 2009 -- Cookbook author Todd Wilbur got right to work when he heard that Kellogg Co. would not be able to fill store shelves with its popular brand of Eggo frozen waffles until the summer of 2010. In just a few hours Wilbur was able to recreate four varieties of the toaster-heated frozen waffles using common ingredients, and he is sharing his recipes for free on his website at [eggo waffles](#).

According to the Associated Press, a September storm dumped historic amounts of rain that shut down Kellogg's Atlanta plant, and several production lines at the company largest bakery in Rossville, Tennessee, are closed indefinitely for repairs. Company Spokeswoman Kris Charles said that it will take until the middle of 2010 before shelves around the country are stocked with Eggo waffles at pre-shutdown levels.

Already customers are noticing near-empty Eggo shelves on the freezer aisle at many grocery stores. On his website Wilbur writes, "Fortunately I was able to snag some of the last few boxes of several varieties of Eggos at a local Albertson's supermarket here in Las Vegas, and after a few hours in the lab I pounded out a brand-new clone recipe for all of you who will miss your Eggos."

Todd Wilbur is the best-selling author of a series of cookbooks featuring copycat recipes of popular brand-name foods. He has appeared on several talk shows including The Oprah Winfrey Show, Today, and Good Morning America. His next book, Top Secret Recipes Unlocked, includes dozens of taste-alike recipes for brand-name products Krispy Kreme Doughnuts, Stouffer's Macaroni and Cheese, and Starbucks Frappuccino. It will be in stores on November 24th.

###



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### **Online Web 2.0 Version**

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



## SheFinds Media Predicts The Gifts That Will Sell Out for Holiday '09

*SheFinds Media releases its annual Sold Out Gifts and Sold Out Toys lists today: 21 gifts for women and 17 hot toys that SheFinds Media editors predict will sell out before Christmas.*

New York, NY (PRWEB) November 20, 2009 -- Put on your [party dress](#) - the holidays are upon us.

To help shoppers score the gifts they want to give SheFinds Media releases its annual Sold Out Gifts and Sold Out Toys lists today: 21 gifts for women and 17 hot toys that SheFinds Media editors predict will sell out before Christmas.

Buy these top 7 items early or plan on leaving an IOU under the tree:

1. UGG Highkoo Boot
2. [Fitfop Shakoha](#)
3. Godiva Chocolate scented candles
4. Barnes & Noble's Nook e-reader.
5. Playskool Tonka Chuck & Friends
6. Barbie Collector Doll Pink Label Twilight Bella Barbie Doll
7. Nintendo DSi in Hot Pink

See SheFinds' full [Sold Out](#) list here: <http://www.shefinds.com/soldout>.

See MomFinds' full [Sold Out Toys](#) list here: <http://momfinds.com/soldout>.

“The list started as a way to alert our readers about products to jump on,” said SheFinds Media Founder, CEO and [online shopping expert](#) Michellle Madhok. “These are the gifts that will be gone if shoppers drag their feet.”

All items include links to online retailers where shoppers can purchase them immediately.

“Our mission is to make shopping fun and easy,” Madhok said, “So this annual guide is an important part of that mission – we want to take the stress out of shopping for the hottest, hysteria-inducing products.”

About SheFinds Media:

SheFinds Media (formerly White Cat Media) is an online media company that publishes editorial websites about shopping for busy, professional women. With core properties SheFinds.com and MomFinds.com, the company delivers the best products of the web.

###

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**Online Web 2.0 Version**

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

**News Image**





## Website for Groundbreaking Interactive Docu-Reality Web Series 'To Be A Star' Goes Live

*'To Be A Star' is a groundbreaking interactive web series that chronicles the journey of 6 aspiring stars as they spend 2 months in New York City with 15 top professionals, learning what it takes to break into and have success in show biz. Through the show's interactive social community, viewers can communicate in real-time with cast members on [www.tobeastar.com](http://www.tobeastar.com).*

New York, NY (PRWEB) November 20, 2009 -- A new docu-reality web series about the journey to stardom - 'To Be A Star' ([www.tobeastar.com](http://www.tobeastar.com)) - launches its website, a portal that allows viewers to connect in real-time with the cast while watching the show's episodes. 'To Be A Star' is an interactive web series that follows 6 young women as they spend two months in New York City learning an array of skills from 15 top fashion and entertainment professionals, including designer Nicole Miller, supermodel Coco Mitchell and brand strategist Kathie DeChirico.

The ladies get a crash course in what it takes to break into and succeed in show biz.

The site offers an array of resources in modeling, acting, dance, voice, fashion, design, photography, makeup and style, branding and marketing. There will be contests throughout the season, and through the social community, site users can build their own worldwide network of friends and colleagues.

“This is a groundbreaking project that will really help young girls in so many ways, and I am excited to share my knowledge with the girls and the viewers,” remarked Nicole Miller, while promoting the show.

The debut episode is scheduled to air January 5, 2010. Through a partnership with Forever21, fashion shows featuring the cast will be broadcast through Facebook, and through partnerships with J-14 Magazine, Backstage.com and others, the girls' video diaries will be streamed throughout the web.

Over the next 6 weeks, the show is embarking on a pre-promotional blitz, including public appearances by the show's stars and exclusive video blogs broadcast through [www.tobeastar.com](http://www.tobeastar.com).

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**Online Web 2.0 Version**

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



## **Affordable Jewelry Options This 2009 Holiday Season from Anjolee.com**

*Anjolee gears up for the 2009 holiday season by expanding the jewelry offering to include several new diamond tennis bracelet designs, gemstone bracelet styles and wedding and bridal rings.*

(PRWEB) November 20, 2009 -- Anjolee gears up for the 2009 holiday season by expanding the jewelry offering to include several new diamond tennis bracelet designs, gemstone bracelet styles and wedding and bridal rings. Being the manufacturer has enabled Anjolee the ability to offer customers manufacturer direct pricing. During a time when consumers look for the best money saving opportunities, Anjolee is the place to find the largest selection of diamond jewelry at affordable prices. Buying from a jewelry manufacturer generally gives a larger discount than buying from the average jewelry retailer, mainly because consumers have the ability to name their own price. When shopping online this becomes a great advantage especially for big ticket items. The savings amount could be very significant.

What makes online retailer Anjolee.com stand out from the rest? First of all, almost 700 jewelry products are currently on the website with designs being added weekly. Every single jewelry style can be customized according to a consumer's budget and taste. After each selection is made from the four jewelry customization components (metal type, diamond quality or cubic zirconium, size and length), the price automatically adjusts.

Tennis bracelets can also include gemstones. Current designs feature vivid color gemstones set against a shiny metal setting. Bracelets can be made in a variety of metal types; 10k, 14k or 18k white and yellow gold, or platinum. Gemstone bracelets can be completely set with colored stones or be set with a mix of colored stones and diamonds. Another money saving idea for consumers this holiday season is to buy a tennis bracelet style set with strictly gemstones as they are generally much less expensive than diamonds. Anjolee.com offers a selection of gemstone options including Sapphire, Garnet, Peridot, Citrine, Blue Topaz and Amethyst.

A second way for consumers to save money online is to select a smaller total diamond carat weight on a diamond bracelet or ring. Consumers first choose a metal type and then can adjust the diamond carat weight until a price within budget appears. Since the diamond quality combination can greatly affect a price, consumers should know which stone quality they are looking for and modify the size.

Other jewelry websites offer the ability to customize one or two categories such as their engagement rings or bridal rings but do not offer this feature for the rest of their items. Anjolee is unique in that 100% of the jewelry is customizable plus the website features include the following: ability to see every jewelry item in yellow or white gold versions and in high resolution, 360 degree rotation of all jewelry, and audio commentary. All of these innovative features make this a one a kind shopping experience that consumers will remember!

About Anjolee:

Anjolee is a unique Online Jewelry Retailer specializing in diamond tennis bracelets, diamond bangles, diamond necklaces, diamond earrings and wedding and bridal rings. Being the manufacturer enables Anjolee to offer consumers the best pricing available and at superior quality standards. During the 2009 holiday season, expect excellent phone, chat and email support from the Anjolee Customer Service Team- 7 days a week.



Visit us at [www.Anjolee.com](http://www.Anjolee.com) or follow us on Twitter [http://twitter.com/anjolee\\_diamond](http://twitter.com/anjolee_diamond)

###



### **Contact Information**

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### **Online Web 2.0 Version**

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



## Country Music Star Jason Hastie and His Band Six West Release New Single

Canadian Country Music Star Jason Hastie has released his new single "Move with Me" with his band Six West (<http://www.sixwestmusic.com>). The song was a co-write by lead singers Jason Hastie and Abbey Powell, along with Tim Taylor.

Calgary, Alberta (PRWEB) November 18, 2009 -- Canadian Country Music Star Jason Hastie has released his new single "Move with Me" with his band Six West (<http://www.sixwestmusic.com>). The song was a co-write by lead singers Jason Hastie and Abbey Powell, along with Tim Taylor, a prominent Canadian songwriter and music publisher now living in Nashville for the past fifteen years. In the course of Tim's career, he have been fortunate to have had over two hundred songs cut, including singles with several top Canadian artists like The Road Hammers, Jason McCoy, Aaron Pritchett, Gil Grand, Duane Steele and Steve Fox. Tim has also received the CCMA (Canadian Country Music Association) Song Of The Year award twice, and the Independent Song Of The Year once.

About Jason Hastie (<http://www.sixwestmusic.com>):

Jason Hastie is originally from Saskatchewan, Canada. He completed his undergraduate degree (Commerce) in 1999 and his graduate degree (Masters of Professional Accounting) in 2000 at the University of Saskatchewan. Jason obtained his Chartered Accountant designation in 2001. He currently resides in Calgary, Alberta, Canada, owns three companies, multiple properties, and is also the lead singer in a country band called Six West. Although his businesses are diverse, his focus remains on sustaining enjoyment, excitement and profitability in each.

Music has been a part of Jason' life since he was young. Religious roots and playing in a ministry band took Jason on a United States concert tour, in which he performed in, and visited 38 different states before coming home to Canada.

About Six West Music (<http://www.sixwestmusic.com>)

Jason Hastie and Abbey Powell are the driving forces behind this spirited & energetic duo. With the release of 3 radio singles and an album in 2009, this duo is going places. Abbey was born in Saskatchewan and has called Calgary home for the past 17 years. She has been featured at the Calgary Stampede, Big Valley Jamboree, Nashville North as well as various charities such as the Alberta Children's Hospital.

Jason is no stranger to great country music, having two successful songs released to radio 3 years ago. A proud Saskatchewan singer and musician at heart, Jason has been in Calgary for 7 years. By combining their diverse musical backgrounds, they discovered a combustible chemistry as a new duo. Currently celebrating the release of their 5th single, "Move With Me" and the recent release of their CD "Beautiful Something" in stores and on iTunes, Abbey and Jason have a lot to be proud of. Six West's fresh country sound, passionate, original songs, & strong, brilliant harmonies is sure to leave you inspired and wanting more!

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### **Contact Information**

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Six West

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12507511599

### **Online Web 2.0 Version**

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



## **ForYourAnime.com Announces Death Note Ryuk Shinigami Statue Giveaway**

*ForYourAnime.com is announcing the giveaway of a 20-inch Death Note Ryuk Shinigami statue to a user that registers an account with the website before Friday, Dec. 11, 2009.*

(PRWEB) November 20, 2009 -- ForYourAnime.com is announcing the giveaway of a 20-inch Death Note Ryuk Shinigami statue to a user that registers an account with the website before Friday, Dec. 11, 2009.

As part of an ongoing incentive, every registered ForYourAnime.com account holder will automatically be entered into a once-a-month drawing to win anime prizes. Individuals are only eligible to win once. Each winner's name will be featured on the promotions page of ForYourAnime.com in celebration.

To kick off the ongoing monthly drawing the first prize is a 20-inch Death Note Ryuk Shinigami statue worth approximately \$95. This is a CraftLabel polyresin statue featuring Ryuk crouching atop a bone-like display. Ryuk is wearing a fur collar and has removable wings.

To be entered into the drawing to win the statue, head to ForYourAnime.com and register an account before Friday, Dec. 11, 2009. The winner will receive a prize notification email. The winner will be responsible for replying to this notification email with a valid shipping address within 5 days of the date sent. If ForYourAnime.com does not receive a reply email within 5 days, or the prize notification email is returned as undeliverable, ForYourAnime.com has the right to disqualify and draw a new winner.

Hurry, the chance to win this Death Note Ryuk Shinigami statue is available only to those that register an account soon! Also don't forget to check out ForYourAnime.com for all of the latest anime news, reviews, and other exciting anime promotions.

### About ForYourAnime.com

ForYourAnime.com is dedicated to providing you with all of your anime news and reviews. For more information, please visit: <http://foryouranime.com/> For more promotional information, please visit: <http://foryouranime.com/promotions>

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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](#).



## Dealhack Publishes 2009 Holiday Ordering Deadlines for On-Time Delivery

*From Amazon to Zappos, the Dealhack Shipping Deadline List tracks shipping drop-dead dates for over 170 top retailers.*

Los Angeles, CA (PRWEB) November 20, 2009 -- [Dealhack.com](http://Dealhack.com), a blog that tracks deals on the hottest tech and consumer products, released its list of [2009 Holiday Ordering Deadlines for On-Time Delivery](#).

It is a web page with a comprehensive list of shipping deadlines for 172 top online retailers, plus the US Postal Service. Merchants featured include Amazon, Buy.com, Newegg, Apple, Dell, Target, Cooking.com, Wine.com, Gap, Talbots.com, Banana Republic, Nordstrom, Zappos, and many more.

"This year, Christmas falls on a Friday, giving online shoppers a nice opportunity to place orders for delivery on one of the weekdays leading up to the holiday," said Michael Bell, CEO. "You could conceivably shop as late as Wednesday December 23 at nearly half of the stores on the list. But it would be pretty expensive to do that. Overnight shipping charges can get pretty expensive."

Bell added, "Fortunately, many retailers gear up their fulfillment in anticipation for the holidays. They are ready to ship out a tremendous volume of products and many have free standard shipping offers. Just a bit more lead time can save you a lot of money. Standard shipping deadlines for some stores extend as late as Friday December 18, but most cluster around Wednesday December 16.

The list includes detailed shipping deadline information, including:

- \* Standard shipping
- \* Express/2-Day shipping
- \* Overnight shipping
- \* APO/FPO delivery information
- \* Gift card detail (shipping deadline and whether the merchant has an email gift certificate option)
- \* Customer service telephone number

Bell noted, "Online shoppers are used to a quick turn-around on their purchases; they're comfortable waiting to the last minute. Our intent in publishing this list is to give shoppers the information they need to shop the way they want, while making sure they are able to get their gifts out on time.

"A quick scan of the list can help shoppers lock in on the key deadlines for the stores they care about."

The Dealhack Holiday Shipping Deadlines List can be found at: <http://www.dealhack.com/deadlines/>.

### ABOUT DEALHACK:

Dealhack is owned by Shopping Syndicate LLC, a privately held California Limited Liability Company located in Los Angeles. Shopping Syndicate's mission is to leverage Web 2.0 technologies to enable creative and entrepreneurial communities to have the most entertaining, useful, and productive shopping experience online.



Dealhack is a blog updated daily with shopping bargains including specials, coupons, rebates, and clearance items on a wide variety of tech and consumer products.

Dealhack: <http://www.dealhack.com>

###



**Contact Information**

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**Online Web 2.0 Version**

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



## **Christmas Tree Market Holds Unprecedented Site-Wide Free Shipping This Weekend**

*Christmas Tree Market will have free shipping site-wide in response to rising consumer demand.*

Beaverton, OR (PRWEB) November 20, 2009 -- In a first-time move for the company, Christmas Tree Market, an online leader in traditional and non-traditional artificial [pre lit Christmas trees](#), announces a four-day free-shipping promotion site wide from 11/20/09 - 11/23/09.

They join the growing number of retailers offering free shipping specials this year. According to the National Retail Federation, this year 80% of all online retailers will offer free shipping of some kind, up from 78% in 2007. But, along with Christmas Tree Market, only 57% of retailers plan to offer free shipping with no conditions.

"One of the benefits of buying an artificial Christmas tree online is that it comes shipped straight to your door," says Topher Ball, spokesperson for Christmas Tree Market. "We wanted to expand on this benefit and save our customers money by offering a special free shipping weekend to ring in the holiday season."

In addition to free home delivery, artificial Christmas trees are known for their convenience. With their easy setup and disassembly and low maintenance needs, they consistently gain popularity over the years. A survey conducted for the National Christmas Tree Association in 2007 states that [artificial Christmas tree](#) sales jumped 87% from the year before, from 9.3 million to 17.4 million.

It is unclear how many consumers purchased their artificial Christmas tree online, but shoppers are spending more time online this year, and online retailers of artificial [Christmas trees](#), like Christmas Tree Market, are benefiting. According to the National Retail Federation, 27% of online shoppers say they will spend a large portion of their Christmas budget at online stores. 33% of those consumers say they're willing to spend the money because of free shipping.

Christmas Tree Market is expecting their free shipping promotion to support already strong sales for their pre lit Christmas trees heading into the holiday season. "We've seen a lot of interest in our traditional and [white Christmas trees](#)," says Mr. Ball. "The trend is toward a more traditional Christmas this year."

Christmas Tree Market's free shipping promotion starts at 12am PST on 11/20/09 and ends at 11:59pm PST on 11/23/09. The free shipping is for FedEx Ground Shipping only. No code necessary.

For more information, please visit [www.ChristmasTreeMarket.com](http://www.ChristmasTreeMarket.com)

About ChristmasTreeMarket.com

ChristmasTreeMarket.com is an online retailer of quality discount artificial Christmas trees, wreathes, and garlands. They are known for their wide variety of easy-to-set-up, traditional and non-traditional trees.

###

**Contact Information**

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**Online Web 2.0 Version**

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

**News Image**





## **AmericanTowns.com Surpasses 2 Million Monthly Unique Visitors; Doubles Traffic Every 6 Months**

*Re-Designed Site Launched with Local Twitter and Other New Content*

(PRWEB) November 20, 2009 -- [AmericanTowns.com](http://AmericanTowns.com), where residents of every town in America can find and share rich local information about their communities, today announced continued progress in several key metrics as of October, 2009.

\* [AmericanTowns.com](http://AmericanTowns.com) traffic has continued to double every 6 months, reaching over 2 million unique visitors in October. (Source: Google Analytics; excludes partner sites with our content.)

\* Now ranked in the top 750 US websites by Quantcast, AmericanTowns.com has the highest daily traffic of any network of hyper-local community websites.

\* Revenues grew even faster than traffic growth in Q3; local advertisers seeking local customers now dominate, at over 75% of advertising revenues.

\* As a whole, the Company's 15,000 town websites are profitable, before corporate overhead. Including all corporate overhead, the Company is expected to reach positive cash flow from viral growth in early 2010.

AmericanTowns.com now includes 2700 local blogs and receives 50,000 announcements and event postings from community leaders each month. The AmericanTowns' sites collectively feature over 100,000 news stories each day, and over 500,000 locally-related tweets.

The new traffic records follow AmericanTowns' launch of its enhanced community platform along with a series of new features:

Expansion of its local Community Calendar to include local Farmers Markets and more arts & entertainment events.

TownTwitter featured for all communities in a Twitter-based section called "Heard on the Street", so people can find out the local buzz.

Photo Gallery added for all communities, both on the homepage, and as a feature available for local groups.

Free blogging tool, which includes free promotion of locally-focused blogs on AmericanTowns homepage, and gives community organizations an easy way to blog.

To accommodate these features, the Company launched a redesign of the home page in August 2009 and is rolling out re-designed interior pages in Q4. The Company will also launch its new Facebook application in Q4, and continues to provide local governments, on request, with a free Community-wide Calendar and a directory of local community organizations, reducing municipal costs.

"Our surveys, focus groups, and site usage confirmed the areas of greatest interest to local residents," explained Ted Buerger, Co-Founder and Chairman of American Towns. "And users have told us that they want local



information organized in one place, where they can also add their voice in a pro-community environment," he added.

Content, revenue, or distribution partners wishing to work with AmericanTowns should contact Janice Gallick. Community leaders, bloggers, and publishers should contact Jim Maglione.

#### About AmericanTowns

[AmericanTowns](#) is America's leading Local Platform with national scale, collecting and organizing community information for local residents and empowering them to find and share the best [local information](#) for their town. For every town in America, AmericanTowns has created a "community publishing toolkit" that now features the nation's most extensive online resource for [community events](#), community groups, local news/blogs/tweets, local photos/videos, local services and special tools for organizations. Over 80% of homepage content is authored by local sources, with 25% of that content submitted by users directly to AmericanTowns. Dedicated to connecting citizens, community organizations and locally-focused businesses, AmericanTowns featured more than 10 million community events in 2008, and offers powerful tools to help more than 150,000 listed community organizations interact more effectively with local citizens. With more unique visitors than any other network of community websites, AmericanTowns.com is headquartered in Fairfield, Connecticut. Visit [www.AmericanTowns.com](http://www.AmericanTowns.com).

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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](#).

## News Image



## From Pink Slip to Pink Frosting

*New business launches after a bank layoff and supports the cupcake lover. Bella Cupcake Couture offers posh and chic textile-inspired cupcake wrappers and was recently recognized by America's own sweetheart, Martha Stewart.*

(PRWEB) November 20, 2009 -- How many people can remember the moment you saw your first cupcake? A small cake with a mound of sugary, fluffy frosting, candied sprinkles and if you were lucky a big maraschino cherry on top. It seemed to be the most adorable thing on earth; almost too perfect to eat. Till this day, grown-ups still get transported back in time at the sight of this small-coveted treat.

A new company, Bella Cupcake Couture understands this true passion and love of the cupcake. They have created a unique new decoration to make the cupcake even more adored.

Bella Cupcake Couture offers chic textile-inspired [cupcake wrappers](#). Each boutique-style design is exquisite and offers a sophisticated elegance to any special occasion; [weddings](#), [baby and bridal showers](#), birthdays, hostess gifts and "just because".

How perfect would this be for your next event or dinner party? Great as a hostess gift or to make a sweet dessert display.

Where cupcakes meet fashion.

The chic textile-inspired patterns mix elegant hues like chartreuse, chocolate brown, citrus or soft pinks, making every cupcake look stunning. Each design was created to hide the crinkly, translucent paper they're baked in and make the cupcake look even more "sweet".

Wrapped in Style.

Each standard wrapper is available in 23 designs and packaged 12 for \$12 or 50 in bulk for \$48 and measures just under 2" tall. These [cupcake wrappers](#) are for presentation only and not appropriate for baking. They are not only fashionable, they are also eco-friendly. Each design is printed with soy inks on recycled paper.

Eeny-meny-MINI-moe

It is just that difficult to pick your favorite NEW mini-cupcake wrappers from Bella Cupcake Couture. Yes, their cupcake wrappers are also available in miniature size with 8 different designs.

These darling delights, aren't just for cupcakes though. Place your favorite mini nibbles inside; quiche, cream puffs, brownies, truffle chocolates and more. Perfect for the holidays as [stocking stuffers](#) or events with bite-sized treats. Available 18 in a pack for \$9 or 100 in bulk for \$48. Measures 1.25" tall.

That's haute!

Simply bake or buy your favorite frosted cupcake and set inside wrapper for an elegant finish. No matter which type of cupcake you enclose it around; red velvet, lemon drop, double chocolate, plain vanilla... it is sure to be adored!



About Bella Cupcake Couture:

Founded in 2008 by Carrie Middlemiss, after being laid off as an 18-year employee of Washington Mutual Bank, which collapsed as a result of the economic downturn. Carrie had always wanted to contribute to the cupcake community and saw this as the perfect opportunity to follow her passion.

Carrie wanted to create something fashionable for the bottom portion of her cupcakes and always said "Why should the frosting have all the limelight?"

Carrie envisions her wrappers at weddings, bridal and baby showers, housewarming present or just because. Carrie says "Our hope is that our Bella Cupcake Couture wrappers bring smiles to the ones you care about and create cherished memories with friends and family."

Carrie Middlemiss was recently selected as [Martha Stewart's "Doer of the Week"](#) and will be featured in the upcoming film "[Shine](#)" which features entrepreneurs at the heart of the American Dream.

Bella Cupcake Couture's goal is for you to "Have your cupcake and adore it too™". For textile-inspired or custom cupcake wrappers contact Bella Cupcake Couture at [info@bellacupcakecouture.com](mailto:info@bellacupcakecouture.com) or visit [www.bellacupcakecouture.com](http://www.bellacupcakecouture.com).

Bella Cupcake Couture was recently featured in Your Wedding Day, Gourmet News, Kitchenware News and is available at over 150+ retail locations; including Sur La Table (select stores), Beverly's Fabrics of California and many other kitchen stores, cupcake shops, boutiques and more.

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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](#).



## **Grammy Award® Winner Howard Levy Partners with Online Video Instruction Innovator, ArtistWorks, Inc to Launch Howard Levy Harmonica School online.**

*Grammy Award® Winner and harmonica virtuoso Howard Levy partners with ArtistWorks, Inc to launch the first ever video exchange based harmonica school online. The Howard Levy Harmonica School will use the proprietary technology platform developed by David Butler of ArtistWorks that combines Howard's exhaustive harp curriculum with fully featured social media to unify a worldwide community of harmonica players, students and fans.*

(PRWEB) November 20, 2009 -- Grammy® Award winner Howard Levy is thrilled to announce he has partnered with online video exchange pioneers, ArtistWorks, Inc. The team will be launching The Howard Levy Harmonica School (HLHS) later this month-- the first ever online portal that will teach harmonica to students around the world. Levy is widely known as a founding member of the Flecktones. He has also performed and recorded with Kenny Loggins, Dolly Parton, Bobby McFerrin, Paul Simon, John Prine, and many others. Through his partnership with ArtistWorks, Inc., Levy integrates years of experience as a player and educator with their innovative video teaching technology. "Howard Levy's friendly teaching style and exhaustive harmonica curriculum are perfectly suited for the video exchange lesson platform. He'll teach harmonica to the world" says David Butler, CEO of ArtistWorks.

Howard Levy is the world's most advanced diatonic harmonica player. He developed a fully chromatic style on the standard 10-hole diatonic and revolutionized harmonica playing, taking the instrument into uncharted territory. As a music educator, he has taught countless students and has been a guest lecturer on his craft at colleges and universities around the world including Harvard, Berklee College of Music, Dartmouth College and Northwestern University.

The HLHS is a self-paced program for any skill level or style preference and provides personal video exchange lessons online. Levy's comprehensive video curriculum is categorized from beginner to advanced lessons in a variety of styles including jazz, blues, folk, rock and more. Using a webcam, students record themselves practicing and submit the video for Levy's personalized critique. Either through video or written response, students get direct feedback from Levy and these one-on-one Master Classes are then posted to the HLHS Exchange Center for all students in the community to learn from. The Howard Levy Harmonica School is launching late November 2009.

ArtistWorks, a Napa, California company is the leader in creating video-based instructional subscription websites. This groundbreaking technology has been implemented at [Qbert Skratch University](#), [Andreas Oberg Guitar Universe](#), the [Jimmy Bruno Guitar Institute](#), [Peery Piano Online](#) and the [Tony Trischka School Of Banjo](#).

[artistworks.com](http://artistworks.com)

For more information, sample lessons and interview requests, please contact:



Emily Lichter or Justin Brown at 413-585-5111  
emily (at) publicemily.com / justin (at) publicemily.com

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### Contact Information

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Howard Levy Harmonica School

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### Online Web 2.0 Version

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

### PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)

### News Image



## 20 per cent of bald British men dream of having hair like Jedward or a 'Jed-Head'

*One in five British men suffering from hair loss wish for 'Jedward' like hair rather than something more traditional, according to new research out today. In a poll of 1,200 men, almost a quarter admired the X Factor finalists' hair, who closely followed Twilight star and current man of the moment, Robert Pattinson, in taking the number one slot, with an impressive 26 per cent.*

(PRWEB) November 20, 2009 -- One in five British men suffering from hair loss wish for 'Jedward' like hair rather than something more traditional, according to new research out today.

In a poll of 1,200 men, almost a quarter admired the X Factor finalists' hair, who closely followed Twilight star and current man of the moment, Robert Pattinson, in taking the number one slot, with an impressive 26 per cent.

The survey to find the most sought-after male celebrity hairstyles was conducted by Optima Hair Specialists, who create bespoke advanced hair replacement systems for both men and women suffering from hair loss.

Reality stars John and Edward Grimes came second in the poll, beating David Beckham and Jungle Jordan's ex – Peter Andre.

Peter Murtha, founder of Optima, said: "In the past, we've found men have often opted for more conservative styles; however, attitudes certainly seem to be changing.

"Men are realising that they can have a bit of fun with their hair and follow current celebrity styles. The trend is reflected in our customers, who are getting a lot braver with their requests."

Peter added: "One in three men are bald by the time they are 60 and many start losing their hair from their late teens – I myself had lost all my hair by the age of 23. With statistics like these, it's no surprise we're seeing a change in men's attitudes towards their hair. We've seen a steady increase in the number of men opting for more creative styles, particularly from our younger customers."

The poll of 1,200 men\* across the UK revealed the following top 10 'wish list' of male celebrity haircuts:

Celebrity	Percentage of votes
1. Robert Pattinson	26%
2. Jedward	20%
3. Peter Andre	12%
4. David Beckham	11%
5. Ashton Kutcher	9%
6. Patrick Dempsey	8%
7. Mark Owen	6%
8. Justin Timberlake	4%



- |     |                   |    |
|-----|-------------------|----|
| 9.  | Cristiano Ronaldo | 3% |
| 10. | Jamie Archer      | 1% |

Based in Birmingham, Optima Hair Specialists offers clients a discreet and personal service, providing tailor-made hair replacement procedures and expert advice from a team of renowned specialists.

\*Online survey of Optima's customer database, conducted between September – November 2009

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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](#).

## **From American Idol To The Campaign Trail Beth Schafer Raises The Bar With “Raise It Up Bring It Down”**

*Recording artist Beth Schafer makes her way into the mainstream with her new CD "Raise It Up Bring It Down." Building on the messages and music that made her popular as a contemporary Jewish artist, and the fanbase she built through her American Idol Underground win and her performance for President Barack Obama during his campaign, Schafer adjusts her trajectory toward mainstream acoustic rock.*

(PRWEB) November 20, 2009 -- Combine Natalie Merchant’s clean soulful voice with Eagles’ harmonies, a mixture of pop/rock grooves and a light dose of inspiration and you have Beth Schafer’s latest CD, “Raise It Up Bring It Down.” The release marks a profound departure from the purely faith based titles of Schafer’s catalog, as she progresses quite naturally into mainstream acoustic rock.

Schafer is not your typical recording artist. In fact there is nothing typical about the direction of her career or her writing. Her fan-base has stretched beyond the contemporary Jewish music roots that drove her early releases, and crossed into the mainstream. Nowhere is that more evident than on her new CD, “Raise It Up Bring It Down.”

Beth’s last release, “Build That Bridge”, was a response to her interfaith fans who voted her the winner of the American Idol Underground Faith-based competition. The unifying messages of “Build That Bridge” landed her a spot on then-candidate Barack Obama’s campaign trail playing for the future President and thousands of eager supporters. It was there that she debuted a song she had yet to record called “Prayer of the Workin’ Man.” The song struck a nerve throughout her audience, and sent Schafer’s writing in a new direction. She proudly has recorded 6 original pop songs on this CD of 14 tracks, which offers a subtle and optimistic intermingling of spiritual themes with modern day travails. The album also offers an uplifting cover of Leonard Cohen’s “Hallelujah,” two original reggae tunes drawn from Native American and Jewish cultures as well as many other songs that uplift the listener without fluff or dogma.

“Raise It Up Bring It Down” combines the best of Schafer's rock and spiritual writing. And, with the new edition of Johnny Demarkis on drums, the music takes on a groove that shows off the depth and diversity of her band. “Everybody is grooving and singing like never before--undoubtedly invested in the overall sound of the album. I felt like I had an obligation to do something different on this one: to combine the positive spiritual message that I’ve always tried to convey through my music, with the practicalities of everyday life and the music that we all hear everyday,” Schafer said.

Since it’s special release, the track "Prayer of the Workin' Man" has placed in the 2009 Indie International Song Competition. One of the judges remarked that the song stands up “with the best that is coming out of Nashville. [Schafer] has learned her craft.” Other songs are currently competing in National Song Contests and have already become favorites at her live shows.

Beth Schafer’s entire catalog is available on Amazon.com, iTunes and all major download services. For more about her work and career, visit her web site at [www.bethschafer.com](http://www.bethschafer.com). Schafer can also be reached via her



Facebook Music page as well as at [www.myspace.com/bethschafer](http://www.myspace.com/bethschafer).

###



**Contact Information**

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<http://www.bethschafer.com>

407-342-2027

**Online Web 2.0 Version**

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



## **MyDailyThread's DailyDeal to Launch in Atlanta, GA**

*Creative Lifestyle Blog and Online Magazine Featuring Art, Music, Fashion, Cuisine and Nightlife Extends Brand to Offer Content Based Deals*

Atlanta, GA (PRWEB) November 20, 2009 -- MyDailyThread, a dynamic content blog and online lifestyle magazine, is launching DailyDeal, a new city-focused platform giving male and female users a range of discounted offerings and opportunities each day. MyDailyThread's DailyDeal will launch in Atlanta. Additional markets, including New York City, Miami and Los Angeles, are in the early stages of development. Users can sign up for MyDailyThread DailyDeal Atlanta at [www.mydailythread.com](http://www.mydailythread.com).

Since launching in 2008, MyDailyThread has set out to create a content driven, interactive experience between its subscribers and the partners they feature. MyDailyThread's DailyDeal is the next step in this interaction; encouraging visitors to not only learn about new and exciting brands online, but also enabling them to experience them first hand through discounted offerings. With a mission of creating a fun and interactive platform that unifies dynamic content with an enjoyable shopping experience, MyDailyThread's DailyDeal offers daily, limited-time promotions from the best boutiques, restaurants, spas, salons and venues.

"MyDailyThread is about taste and selection, and providing our readers with a direct connection to the people, places, brands and businesses we respect and admire," says founder Daniel Caplin. "Atlanta is booming with talent and it is an ideal market to launch a concept like ours, so we are excited to focus our energy on where we can provide the most impact for the small business owners and consumers that we have connected with over the past 15 years."

Improving upon existing platforms, which require a set amount of subscribers to buy in for a particular deal to become valid, MyDailyThread's DailyDeal goes into effect from the first purchaser. As additional subscribers buy into the deal, bonuses are achieved beyond the advertised DailyDeal. Adding to the experience, MyDailyThread is also providing detailed editorial for each of its DailyDeals to further immerse the subscriber in the culture and personality of each partner. Emails featuring partner stories and offerings will be sent out every morning and will be valid until 12 a.m. EST that day. Users only pay for the DailyDeals they purchase and subscribe by visiting [www.mydailythread.com](http://www.mydailythread.com).

For more information on MyDailyThread visit [www.mydailythread.com](http://www.mydailythread.com).

### About MyDailyThread

MyDailyThread is a creative lifestyle blog, web-magazine and photo showcase providing dynamic content about fashion, music, art, nightlife, cuisine and much more. Under the MyDailyThread brand is DailyTracks, featuring daily music reviews and interviews; an art and photography focused platform, DailyGalleries; and, DailyDeals, a city specific daily email providing content driven promotions and opportunities. The company also serves as a creative agency providing services in event production, promotion and interactive marketing.

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### **Online Web 2.0 Version**

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



## **My Audio Bio Launches New Music-inspired Social Media Platform**

*Unique Social Networking Website and iPhone Application; Links Users Stories With Popular Artists' Songs*

Atlanta, GA (PRWEB) November 20, 2009 -- My Audio Bio, a first of its kind social media platform, allows users to share personal stories and experiences as they relate to music, has launched today, Wednesday, November 18, 2009 at [www.myaudiobio.com](http://www.myaudiobio.com). An online autobiographical catalogue of its users musical histories, My Audio Bio connects people from across the country by encouraging its users to assemble playlists of stories to share with friends. Also giving its users inside access to interviews and stories by their favorite artists, My Audio Bio's first featured artist is Favorite Gentleman/Columbia Records recording artist, Manchester Orchestra, who created a special band profile on the homepage. Users can sign up for their own My Audio Bio profile at [www.myaudiobio.com](http://www.myaudiobio.com).

Tapping into the idea of 'music as a universal language,' My Audio Bio has set out to inspire individual expression through musical tastes, experiences and emotions. The site is also fully integrated with Facebook – so users can share and tag friends to their playlists, stories, pictures, and videos. My Audio Bio also gives users the option to easily follow other music lovers' profiles like Twitter and rate their favorite playlists and stories. Unlike other music based social media sites' such as MySpace and Pure Volume, My Audio Bio will operate as a platform for the individual verses a means to promote. Linked to Last.FM, songs will be recognized by the site and artwork imported for use in stories.

“My Audio Bio is more about who you are than what it can do,” says founder Dan Morris. “We wanted to create a social networking platform that would help create the soundtrack to your life. Everyone has a story to tell and My Audio Bio allows you to share with your friends on Facebook, create playlists or just browse other people's stories - this is the music fan's platform.”

My Audio Bio is in the final stages of developing applications for both the iPhone and iPod Touch to integrate with and enhance the overall experience. Users will be able assemble playlists on My Audio Bio, that can be accessed on the devices via the branded app.

For more information on MyAudioBio visit [www.myaudiobio.com](http://www.myaudiobio.com).

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### **Online Web 2.0 Version**

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## **Olympics, Queen's Diamond Jubilee, WorldPride – New Website Launched For Visitors To London In 2012**

*At precisely 20:12 (London time) on November 18th, the Web's first (and so far only) site about every major event in London in the summer of 2012 was launched by Paul Parry, whose late father played a major role in bringing the Games to England.*

(PRWEB) November 20, 2009 -- Paul Parry created the London2012UsefulInformationGuide.com website as a way of combining a passion for his home city with a tribute to his late father, who attended every Olympic Games between 1968 and 2004 as a journalist and media consultant for the Reuters news agency.

“My Dad, Steve, lived for the Olympics and the Olympic Movement, and I’d been searching for a way to pay tribute to his great work. I wanted to create something that he would have been proud of.

“And it’s just great that London is going to be where it’s at in three years’ time, what with the Queen’s Diamond Jubilee celebrations, WorldPride and of course the Olympic and Paralympic Games. That’s why I set about producing the London 2012 UIG [Useful Information Guide],” said Parry, who has been working on the project since the end of 2008 and has since become a director in an online marketing business.

Parry continues: “There seem to be plenty of websites already about the Olympics and London as a tourist destination, featuring listings and such like, but there weren’t too many around which highlighted all of the major events going on in England’s capital in three years and combined them with practical, unique tips.”

The website aims to serve foreign visitors to London, particularly those from the US and Canada, as if they were “sitting opposite a trusted friend who knows the city and its workings inside and out.”

As well as content dedicated to each of the major events, Parry and his business partner, Peter Tydeman, who also knew Parry’s late father, will be providing unique help for tourists about accommodation options in London (“with only around 100,000 hotel rooms available, people are going to have to think beyond the norm,” adds Parry) the transport system and the English capital’s restaurants.

There is also an interesting section giving visitors “the Inside Scoop” – practical suggestions on subjects like “20 Things Not To Miss” and help for disabled visitors. It also features information on some of England’s most popular destinations beyond the capital – for example, Oxford, Stonehenge, the Roman city of Bath and of course the “other” Stratford (the Olympic Park is being built in Stratford, East London, while Stratford-Upon-Avon, which sits 100 miles from the city, is the historic home of William Shakespeare).

“This is very much a work in progress,” adds Parry. “Pete and I have done a lot of research already and it’s going to be a fun time between now and the summer of 2012, and we can’t wait to add more and more helpful information for people.”

<http://www.london2012usefulinformationguide.com/>



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### **Online Web 2.0 Version**

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



## **8tracks to launch API at Music Hack Day: Developers Can Add Streaming Music Playlists to Web and Mobile Apps**

*8tracks, an internet radio network, will publicly launch its application programming interface (API) for music playback at Music Hack Day in Boston on November 21 and 22. Developers can now use the 8tracks API to add nearly 50,000 handcrafted playlists to a third-party application on a website or device. 8tracks is launching its API using a new service from Stratus Security Technologies, which offers a hosted API management platform.*

New York, NY (PRWEB) November 20, 2009 -- 8tracks, an internet radio network, will publicly launch its application programming interface (API) for music playback at Music Hack Day in Boston on November 21 and 22. Developers can use the 8tracks API to add nearly 50,000 handcrafted playlists to a third-party application on a website or device. It's available at <http://developer.8tracks.com>.

8tracks provides a simple, legal way for people to create and share an online "mix"- a playlist of music that's at least 30 minutes (eight tracks) in length. Listeners can access these mixes, selecting a mix based on artist, genre or mood, and then tune in radio-style, with further mixes of interest queued up based on the content of the first.

Music Hack Day is a weekend of music hacking in which over 300 developers and artists conceptualize, create and present the next generation of music applications. "We're pleased to open our API to developers at Music Hack Day, and we look forward to working with our large and growing community to make 8tracks an even more valuable service for DJs, listeners and partners," noted David Porter, 8tracks' founder and CEO.

The 8tracks team has built two applications using the new API, including a player for the iPhone (which will be demonstrated at Music Hack Day) and a Flash player that allows DJs and listeners to embed a mix on their website, blog or Facebook profile.

8tracks is launching its API using a new service from Stratus Security Technologies. Stratus offers a hosted API management platform that helps companies monetize their data and content via APIs in a secure and reliable way. It also offers a developer portal that helps developers find and use APIs and publish the apps they create.

8tracks chose Stratus to better manage developer registration, support and security; to monitor and regulate usage; and to offer a paid version of its service for certain business partners.

8tracks and Stratus will be on hand to demonstrate the new API at Music Hack Day.

### About 8tracks:

8tracks provides a simple, legal way for people to create and share an online mix. Mix creators ("DJs") upload MP3s to create an online playlist that's at least 30 minutes (8 tracks) in length. DJs can add cover art, a description and up to 3 tags to classify their mix -- and then share it on a dedicated "mixpage" on 8tracks as well through Twitter, Facebook or a blog.

Listeners tune into a DJ's mix in a radio-style manner and can favorite or buy the track, comment on and share a



mix, and follow the DJ (as one would on Twitter). With a focus on handcrafted mixes created by people, 8tracks blends what have historically been the 2 most common ways that listeners discover new music -- radio and word-of-mouth promotion.

8tracks has been bootstrapped by a small team in NYC and SF, launched on August 8th of last year, and raised a small angel round this past summer. It was nominated for best music site in the 2009 Webby's and attracts more than 300k unique visitors per month. <http://8tracks.com>

About Stratus:

Stratus Security Technology, Inc. was founded in 2008 with the vision that web services APIs need to be secure, reliable, and easy to manage. Our team is comprised of software industry veterans that have deep experience in both commercial software development and information security. The Stratus Platform is an on-demand, enterprise-quality API management platform that allows clients to manage and monetize their APIs without the need to build expensive, custom solutions internally. <http://stratussec.com>

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**Online Web 2.0 Version**

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



## College Football Coaches Inspire Success On and Off the Field at CoachoftheYear.com

*With 17 Days Left to Vote for Liberty Mutual Coach of the Year, Visit Now to Learn About Some of College Football's Most Responsible Coaches*

Boston (PRWEB) November 19, 2009 -- [Jim Tressel](#) led Ohio State University's football team to three national championship games and four consecutive Big Ten conference titles, while encouraging his student athletes to be active members of their community. [Jerry Kill](#) led Northern Illinois University's team to a four-win improvement from 2007 to 2008, earning them a trip to the 2008 Independence Bowl while assisting cancer patients and their families with medical costs and other expenses through his own charitable fund. Liberty Mutual Insurance profiles these motivational coaches, and the inspirational stories of other [Liberty Mutual Coach of the Year Award](#) candidates who strive to lead their college teams to greatness, both on and off the field, in weekly Coach Insider and Coaches Spotlight features at [www.coachoftheyear.com](http://www.coachoftheyear.com).

[Coaches Spotlight](#) videos, narrated by ESPN broadcaster [Kirk Herbstreit](#), highlight a new coach each week, giving fans an exclusive look at what make some of the game's most notable coaches so successful on the field and in their communities. The latest video showcases Tressel and his off-the-field community spirit that is as legendary as the Buckeyes' on-field success under his leadership. Viewers learn about a man who donated proceeds from his latest book to support the Ohio State library renovation and encouraged his student athletes to complete 100 community activities last year.

Other Coaches Spotlight videos available exclusively at the Liberty Mutual Coach of the Year website feature Penn State coach Joe Paterno, Mack Brown of Texas, [Bronco Mendenhall](#) of BYU, Skip Holtz of East Carolina, Northwestern's Pat Fitzgerald, and 2007 Division III Liberty Mutual Coach of the Year winner John Gagliardi of St. John's University.

Weekly [Coach Insider](#) Q&A's, posted on [coachoftheyear.com](http://coachoftheyear.com), give fans insight into the off-the-field lives of some of today's best college football coaches. The latest interview features responses from 2007 Liberty Mutual Coach of the Year (FCS) winner Jerry Kill. Coach Kill started the Coach Kill Cancer Fund, after battling his own kidney cancer in 2005, to assist patients and their families with medical costs and other expenses associated with the illness. Coach Kill used the \$50,000 charitable grant from his Liberty Mutual Coach of the Year Award to directly help more than 100 Illinois families cope with the disease. His efforts to inspire his Huskies players to volunteer in the community earning the football program Northern Illinois' athletic department community service award in his first year in DeKalb.

Other Liberty Mutual Coach Insiders offer unique looks at such coaches as [Pete Carroll](#) of USC, Mike Leach of Texas Tech, Mark Richt of Georgia, and Butch Davis of North Carolina. Fans of FCS, Division II and Division III schools will find interviews with several coaches from all NCAA levels.

"Over the years, I've learned that succeeding in college football is as much about integrity and responsibility as it is about winning and losing," said Herbstreit. "It's important to celebrate the positive impact that so many college football coaches have on their communities. Fans can spread the word with a customizable [SuperFan](#) video,



narrated by me to help rally their friends and fellow alumni to vote for the 2009 Liberty Mutual Coach of the Year Award.”

#### About the Liberty Mutual Coach of the Year Award

Launched in 2006, Liberty Mutual created the Liberty Mutual Coach of the Year Award to celebrate responsible coaching and the positive influences coaches have on young people, their families and communities. Past winners include 2006 – Greg Schiano (Rutgers); 2007 – Ron Zook (Illinois), Jerry Kill (Southern Illinois), Bill O’Boyle (Chadron State), John Gagliardi (Saint John’s); 2008 – Nick Saban (Alabama), Mickey Matthews (James Madison), Chuck Broyles (Pittsburg State), Larry Kehres (Mount Union).

Fans can vote daily through December 6 to help determine the finalists for the 2009 Liberty Mutual Coach of the Year Award. The winners are then selected from a pool of 25 finalists by a combination of fan votes and a selection committee comprised of college football media and [College Football Hall of Fame](#) players and coaches. Liberty Mutual awards each winner \$50,000 to support their favorite charities and \$20,000 for their school’s alumni association toward student scholarships. After this year, Liberty Mutual will have donated nearly \$1 million toward charity and scholarship in honor of the Liberty Mutual Coach of the Year Award winners.

#### About Liberty Mutual Group

“Helping people live safer, more secure lives” since 1912, Boston-based Liberty Mutual Group ([LibertyMutualGroup.com](#)) is a diversified global insurer and fifth-largest property and casualty insurer in the U.S. based on 2008 direct written premium. Liberty Mutual Group ranks 86th on the Fortune 500 list of largest U.S. corporations, based on 2008 revenue. The company has over 45,000 employees located in more than 900 offices throughout the world.

The eighth-largest auto and home insurer in the U.S., Liberty Mutual ([LibertyMutual.com](#)) sells full lines of coverage for automobile, homeowners, valuable possessions, personal liability, and individual life insurance. The company is an industry leader in affinity partnerships, offering car and home insurance to employees and members of more than 12,000 companies, credit unions, professional associations and alumni groups.

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### **Online Web 2.0 Version**

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



## **New National Nurse Talk Radio Show Takes Off with Humor, Health, and a Voice for the Patient Advocate**

*“Hi, who’s on the line?” Nurse Talk radio show co-host Casey Hobbs, RN, asks with an up-for-anything tone in her voice. A caller named Mary Ellen describes “very swollen legs from my groin down to my toes.” “Oh my God, death is imminent for you,” co-host Maggie McDermott, RN, deadpans in her Irish brogue. “Now Magster, let’s not start right like that,” Casey chides.*

(PRWEB) November 19, 2009 -- America’s most beloved profession—the Registered Nurse—finally has a radio home, run by and for the nation’s 2 million+ registered nurses. Nurse Talk, where “laughter is the best medicine,” launched nationally last month with the intent to peel the surgical mask off the nursing world.

Currently airing on the radio in California, Nurse Talk is now available on the Internet as a podcast and streaming audio on several sites. You can hear it at [nursetalksite.com](http://nursetalksite.com).

“Hi, who’s on the line?” Nurse Talk radio show co-host Casey Hobbs, RN, asks with an up-for-anything tone in her voice. A caller named Mary Ellen describes “very swollen legs from my groin down to my toes.” “Oh my God, death is imminent for you,” co-host Maggie McDermott, RN, deadpans in her Irish brogue. “Now Magster, let’s not start right like that,” Casey chides.

Despite the comic exchange, Mary Ellen ultimately leaves the air armed with some authentic healthcare advice. Nurse Talk delivers the goods with heart, humanity and laughter.

Nurse Talk is building its national/international audience and is seeking radio stations across the country to air their unique show. Casey says, “in addition to promoting good health and education, Nurse Talk’s goal is to make nursing more visible. RNs are on the front lines of patient care and advocacy—sharing a tireless commitment to make healthcare available for all in this country.”

The idea for Nurse Talk was conceived ten years ago by co-creators Casey Hobbs and producer Pattie Lockard. An entertainment business veteran for twenty years, Lockard knows how to put dreams into action. “Car Talk was our inspiration,” says Pattie. “I would never listen to a show about how to fix a car...unless of course it was funny...then I’m yours!” Nurse Talk’s aim is to use humor to engage and relax people.

Hobbs and McDermott met in 2002 while working together as RNs in San Francisco. You might say it was a “hilarious” match made in heaven. Casey knew Maggie was the Nurse Talk co-host she had been searching for the minute she overheard Maggie—with Irish brogue intact—cussing out a doctor on the phone. “Their chemistry is great,” adds Lockard. “These 30-year vets have experienced it all. They’ve been on the front lines and in the trenches treating coughs, colds, flu, constipation, diabetes, obesity—and that’s just their own medical history!

With a big cheerleading squad that includes radio veteran Peter B. Collins and award-winning sound designer



June Miller, Nurse Talk launched for a trial run in January 2008 on San Francisco Bay Area's progressive Green 960 AM. It didn't take long to get attention, particularly from the RN community. This summer, major support came from the California Nurses Association and the National Nurses Organizing Committee, taking Nurse Talk nationwide. "They loved the idea," said Lockard. "In fact, they are one of our major sponsors now and a source for amazing guests who are well-informed about the important issues. They leave the humor to us and we love them for it!

As the show gains ratings and attention, producers have added regular experts such as Marsha Podd, RN, aka, The Baby Whisperer, Hob Osterland, RN, creator of the Chuckle Channel, a closed-circuit TV network for hospitals, and 16-year-old whiz-kid Cameron Harris, host of his own show, "In Range," with tips for controlling diabetes. No more florescent-lit waiting rooms or old magazines with Britney's photo on them—and no appointment necessary!

You can listen to Nurse Talk at [www.nursetalksite.com](http://www.nursetalksite.com) , [energytalkradio.com](http://energytalkradio.com), [www.calnurses.org](http://www.calnurses.org) or Green 960 AM in Northern California. You can also inquire about advertising and sponsorship by contacting Pattie Lockard 415-515-8318

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



## **eXpect delaYs, LLC Expands its Travel Delay Web Site for the 2009 Holiday Season and Publishes Helpful Holiday Season Travel Tips**

*eXpect delaYs, LLC is excited to announce the expansion of its website [eXpectdelaYs.com](http://eXpectdelaYs.com) for the 2009 holiday season. Whether going around town or across the country, this web site supplies the traveler with all the information one needs to expedite his or her trip door to door.*

*[eXpectdelaYs.com](http://eXpectdelaYs.com) provides information on traffic, weather, flight delays, flight arrivals & departures, airports, including security wait times, airport parking, and extensive mass transportation information. Suggestions for what to do during a flight delay or airport layover, current air travel news and useful travel tips can also be found in the [eXpect delaYs Travel Delay Blog](#). For the holiday travel season, [eXpectdelaYs.com](http://eXpectdelaYs.com) has made available a comprehensive list of air travel tips that will help both the frequent and infrequent flier have a more pleasant and trouble free trip.*

Pittsburgh, PA (PRWEB) November 19, 2009 -- eXpect delaYs, LLC provides the business and leisure traveler with an expanded useful one stop website to check for all aspects of travel delays. A traveler simply visits [expectdelays.com](http://expectdelays.com) to check for everything from flight status to flight schedules, TSA security checkpoint wait times to airport parking lot status and flight delays to traffic and mass transit delays. [eXpectdelaYs.com](http://eXpectdelaYs.com) helps conquer those delays. Travelers faced with a flight delay or an airport layover, can count on [eXpectdelaYs.com](http://eXpectdelaYs.com) to offer suggestions on what to do to pass the time, including a [comprehensive list of airport wine bars](#), a list of [airport children's play areas](#), where to grab a bite or a drink at a specific airport, and other diversions.

For the holiday season, [eXpectdelaYs.com](http://eXpectdelaYs.com) has expanded its detailed coverage to 21 major cities, with more to come. Recently added cities include Cleveland, Detroit and New York City with its three major airports. These join Atlanta, Boston, Charlotte, Chicago, Dallas, Denver, Houston, Kansas City, Las Vegas, Los Angeles, Miami, Minneapolis - St. Paul, Philadelphia, Phoenix, Pittsburgh, San Francisco, Seattle and Washington, D.C. [eXpectdelaYs.com](http://eXpectdelaYs.com) has also published an extensive [list of air travel tips for the holiday season](#), to make one's holiday travel easier and more pleasant. The travel tips will aid both frequent and infrequent travelers alike.

The [eXpectdelaYs.com Travel Delay Blog](#) is updated regularly and contains valuable travel tips such as how to avoid and prepare for delays, as well as things to do when faced with one, including suggestions for specific airports. The [eXpect delaYs Travel Delay Blog](#) provides up to date information regarding airline rules, regulations or new charges, and changes or new happenings at major airports such as the opening of a new restaurant, bar or art exhibit.

[eXpect delaYs](http://eXpectdelaYs.com)' goal is to arm the traveler with up to date travel information for his or her particular city as well as travel in general, to help one both avoid delays and survive (and possibly even enjoy) them. That's why their motto is "If you [eXpect delaYs](http://eXpectdelaYs.com), you can beat them!".

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### **Online Web 2.0 Version**

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



## Local Career Fairs Give High School Students Look at the Future

*VCAD showcases art and design programs for those interested in creative careers.*

Vancouver, BC (PRWEB) November 18, 2009 -- High school seniors from across the province are getting ready to head to college next year, but for many, the final decision hasn't been made. Career fairs, like those being held over the next several months help students choose the post-secondary institution that best suits them and their future goals. For those looking to turn their creative passions into a career, the art and design programs at VCAD are often a perfect match.

VCAD representatives will be on hand at the Fraser Valley Education & Career Fair in Abbotsford on December 1, 2009; the Vancouver Island Education & Career Fair in Nanaimo on December 3, 2009; the Vancouver Education & Career Fair in Vancouver on January 12, 2010 and the Okanagan Education & Career Fair in Kelowna on January 14, 2010.

Career fair attendees will have the opportunity to learn about the programs offered at VCAD, as well as the \$150,000 in scholarships that will be awarded to 2010 grads. Interested applicants can receive more information about the scholarships at [scholarshipinfo.vcad.ca](http://scholarshipinfo.vcad.ca).

High school career fair times and locations can be found at [Facebook](#) and [Twitter](#).

About Vancouver College of Art and Design

VCAD (<http://vancouver.vcad.ca>) is an art school focused on inspiring creativity and an institute where the instructors share the same commitment, desire and passion for art and design as the students. Diploma programs have quarterly start dates to maximize flexibility for students. VCAD is also a passionate supporter of the arts within the community, offering bursaries, scholarships and awards to local organizations each year.

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### **Online Web 2.0 Version**

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



## **Liberty University Online Launches 'Your 24' Video Contest, Creating a Sense of Community for Online Students**

*Liberty University Online has announced the launch of its online video contest in an effort to create a sense of community for its online students. The contest, called "Your 24," challenges current online students to create videos they feel represent the online and distance education experience at Liberty University.*

Lynchburg, Va. (Vocus) November 18, 2009 -- [Liberty University Online](#) has announced the launch of its online video contest in an effort to create a sense of community for its online students. The contest, called "[Your 24](#)," challenges current online students to create videos they feel represent the online and distance education experience at Liberty University.

With a diverse student population, Liberty students log in from America's kitchen tables and coffee houses, and military bases and mission fields around the world.

As online learning continues to transform higher education, distance education and online schools can struggle to create a sense of community for their distance learners. "Your 24" bridges that gap as students capture a day in the life of a Liberty University Online student in a creative way.

Winning videos will be selected Dec. 14 based on creativity, technical merit and the ability to convey the Liberty message. First prize is a one-semester scholarship worth up to \$4,740. Second prize is a one-class scholarship worth up to \$1,320. Third prize is a one-semester book voucher worth up to \$500.

"Online learning can be an immersing experience, and it's also a personal one," said John Donges, executive director of Liberty University Online. "Building an online community is paramount to Liberty, which seeks to engage students and build a sense of family regardless of their location."

Liberty's video contest is just one more way that the school is building its virtual community in addition to its presence on various social media websites.

The "Your 24" video channel is now available on Tangle, an online community for Christians, at <http://www.tangle.com/your24>. New videos will be added to the site continually throughout the contest, which concludes Dec. 1.

### **About Liberty University Online**

Established in 1971, Liberty University pioneered distance education in 1985, and is now the largest and fastest growing Christian university in the world. Today, Liberty University Online hosts more than 39,000 distance learners and has the highest retention and graduation rates among top online universities. Liberty offers more than 40 accredited degree programs, from associate to doctoral, and 90 areas of specialization, all taught from a Christian perspective. For more information, visit [www.luonline.com](http://www.luonline.com), or call (800) 424-9595.



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###



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**Online Web 2.0 Version**

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



## **Wanted in Santa Claus, Indiana: Fruitcake-Eating Contestants**

*The newly expanded five-weekend [Santa Claus Christmas Celebration](#) will include a fruitcake-eating contest with handmade Grandma's Fruitcakes from Beatrice Bakery Co. of Beatrice, Nebraska.*

Santa Claus, IN (Vocus) November 18, 2009 -- It's a little-known fact: Santa Claus loves fruitcake. In fact, when Mrs. Claus wants some time out of the kitchen, she places an order with a trusted friend: Grandma.

And so, the newly expanded five-weekend Santa Claus Christmas Celebration will include a fruitcake-eating contest with handmade Grandma's Fruitcakes from Beatrice Bakery Co. of Beatrice, Nebraska.

“Our contests are based on Christmas traditions and designed to be fun. We got to thinking, what fun would it be to eat a crummy-tasting fruitcake? We managed to find a fruitcake that's not only palatable—it's delicious,” says Santa Claus Christmas Celebration spokesperson, Kevin Klosowski. “And the weekend before Christmas, Grandma herself will be on hand to cheer on the competitors.”

Other family-friendly Christmas Celebration contests include: Fastest Christmas Tree Decorating, Fastest Gift Wrapping, and Fastest Gingerbread House Building. Two additional contests will feature the most impressive efforts in Christmas Tree Decorating and Gingerbread House Building. More than \$2,000 in prizes will be awarded throughout the Celebration.

For more information or to register for any of the contests, email [contests\(at\)santaclauschristmascelebration.com](mailto:contests@santaclauschristmascelebration.com) with the following information: Name, Address, Age, Which contest(s) you wish you participate in, and which weekend(s) you wish to participate in. Must be 13 years or older to participate and 18 years or older to enter the Fruitcake Eating Contest.

America's Christmas Hometown: Santa Claus, Indiana, will host this five-weekend Celebration of family fun on Fridays, Saturdays and Sundays. Additional events include a traditional Pre-Christmas Dinner, Tree Lighting Ceremony, Christmas Karaoke, Santa's Great Big LED Tree of Lights, Chestnuts Roasting on an Open Fire, Christmas Wood Carving Demonstrations, the 1.2-mile Santa Claus Land of Lights, Santa Claus Arts & Crafts and much more.

Special discount lodging packages are available throughout Spencer County. For more information or a schedule of Christmas events in Spencer County, visit [www.LegendaryPlaces.org](http://www.LegendaryPlaces.org) or call the Visitors Bureau at (888) 444-9252.

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**Online Web 2.0 Version**

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



## **New Luxury Real Estate Listing for Judy Zeder and The Zeder Team - 255 Solano Prado**

*Judy Zeder is one of the most successful realtors in the country, ranking last year as one of the top ten residential realtors in Florida, and in the top one-half of one percent of realtors nationally. She is proud to present her latest luxury property listing here.*

(PRWEB) November 19, 2009 -- Judy Zeder is one of the most successful realtors in the country, ranking last year as one of the top ten residential realtors in Florida, and in the top one-half of one percent of realtors nationally. She is proud to present her latest luxury property listing here.

255 Solano Prado, Coral Gables, FL 33156

\$6,200,000 - MLS# M1278022

Esslinger Wooten Maxwell, Inc.

[Click here for listing...](#)

Casual elegance is the only way to describe this lovely six bedroom, seven bath home in the gated community of Old Cutler Bay. Sitting on one of the most beautiful acre-plus properties in the city. Over 275' on the water, with 67' dock and boatlift. Magnificent views of the bay and large lagoon. Extremely private setting, warm and wonderful finishes throughout.

The Zeder Team

[Luxury Real Estate](#)

###



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### **Online Web 2.0 Version**

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



## **New Entertainment Management Firm Versatile Entertainment Adds Clients Andrew Park and Jato Smith of 'The Hayley Project'**

*Andrew Park and Jato Smith, writers/directors of the [interactive Web series](#) “The Hayley Project” have joined Versatile Entertainment, a new full-service entertainment management and production company. “The Hayley Project” is gaining a loyal fan base, as well as industry recognition.*

Los Angeles, CA (PRWEB) November 18, 2009 -- Versatile Entertainment, a new full-service entertainment management and production company, is proud to announce the signing of Andrew Park and Jato Smith. Versatile Entertainment will be working with Park and Smith to publicize and distribute "[The Hayley Project](#)," a 37-episode Web series created and produced by the pair. An innovative and interactive series coupling a complex and edgy storyline with unique characters, “The Hayley Project” is already gaining recognition in the industry with two Streamy Awards nominations in fields filled with well-known Hollywood celebrities and projects. Versatile Entertainment was founded by former Wall Street broker Anthony Clarke and industry veteran Ted Evans.

“The Hayley Project” centers on misfit college sophomore Hayley Winters, who investigates the mysterious and untimely death of her best friend Keira Madison. Classified a suicide by detectives, Keira’s death opens a slew of questions for Hayley. Why was Keira murdered? Who killed her? What has Keira been doing behind Hayley’s back? Hayley takes it upon herself to clear her friend’s name and track down the killer. But she can’t do this alone...she’s going to need help. So, Hayley flips on her webcam and [video blogs](#) to the world, asking everybody watching to help her solve this murder mystery. The question is, can she trust her Internet audience, or is she telling them too much?

Throughout her investigation, Hayley encounters a host of seedy and quirky characters and ventures deeper into the “rabbit hole” than she’d ever imagined. As she gets closer to the truth, danger starts to lurk, and Hayley realizes her life might be in jeopardy.

The Hayley character was born as an ironic counter to the rise of social networking. Hayley is an edgy, independent, strong female lead who is forced to turn to the Web to solve a crime. “The Hayley Project” encourages viewers to help Hayley in her investigation. This interactivity reflects how the art of storytelling is evolving in the new media space. The result is a heightened audience engagement level unlike that found in traditional film or television.

The high-level concept for “The Hayley Project” was formed in 2006 when Park, who recognized the opportunity to build a narrative story around an interactive platform, approached Smith to develop the project together. At the time, Smith was working on a crime-based reality television series, following actual homicide investigations. Park and Smith, who met while working together on a short film, and who were one of the first New Media WGA signatories, managed to complete “The Hayley Project” for a mere \$10,000 out of pocket. They kept costs down by hiring talented aspiring actors and a crew working for free. The series was shot during nights and weekends over the course of three months.

In spite of its low budget and little-known cast, "[The Hayley Project](#)" was an Audience Choice Award finalist for the 2009 Streamy Awards, losing to Dr. Horrible, a musical comedy from writer Joss Whedon, starring celebrities Neal Patrick Harris, Nathan Fillion and Felicia Day.

“The audience choice finalist selection demonstrates the rabid nature of our fan base and the impact that interactivity and higher engagement storylines have with our fan base. We've created advocates, who not only want to enjoy a story, but actually participate in it. As an example, some fans of ‘The Hayley Project’ created their own Web videos and even inserted themselves into the plot as a way to fully engage with the story. As for Rachel, the nomination committee simply and rightly recognized her fantastic work in bringing a rich, dynamic character to life,” Park says.

Rachel Risen was also nominated for a Streamy for Best Actress in a Dramatic Series for her role as Hayley.

"We believe ‘The Hayley Project’ was nominated for two Streamy’s because of the attentive, detailed approach we took to casting talented actors and assembling a cast with just the right chemistry. We believe the strong cast dynamic, coupled with an engaging storyline and good solid storytelling, enhanced by the interactive process, made ‘The Hayley Project’ an undeniable entertainment experience for our audience," Smith says.

“The Hayley Project” is distributed across multiple channels, including TiVo, KoldCast TV, Blip TV, Sony Bravivo, YouTube, Zune, iTunes and Boxee.

For more information about “The Hayley Project” or to watch the Web series, visit [www.thehayleyproject.com](http://www.thehayleyproject.com). For more information about “The Hayley Project” creators Andrew Park and Jato Smith, visit [www.versitile-ent.com](http://www.versitile-ent.com).

#### About Versitile Entertainment

Versitile Entertainment is a dynamic management and production company dedicated to help start, manage and develop the careers of high quality writers, directors and actors, as well as produce film and television projects. We focus on advancing new talent and constantly discovering, shaping and developing brilliant and interesting content. Versitile Entertainment can be found online at [www.versitile-ent.com](http://www.versitile-ent.com).

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### Online Web 2.0 Version

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

### News Image



## Feed the Mind: Brain Metrix Experiences Tremendous Growth with Popularity of Brain Fitness Games

*Scientific research proving that brain training exercises can improve mental acuity, focus and memory as well as prevent and even reverse mental atrophy, has led to a surge in interest in the emerging niche of brain fitness. Brainmetrix.com, a free brain training games website, has seen a 40% growth in traffic alone in the last 6 months.*

(PRWEB) November 19, 2009 -- With research showing that brain stimulation exercises can help prevent the onset of debilitating diseases like Alzheimer's and dementia, the popularity of brain games has led to a 40 percent increase in web traffic for popular free brain game site BrainMetrix.com.

Brain Metrix is a popular educational website with hundreds of free [brain games](#). It is completely dedicated to brain training programs that will train and test memory, reflex, creativity and more. These games can help people process information more quickly and efficiently and can enhance the ability to multi-task. Brain games can improve concentration, increase brain reflection speed, enhance memory and even improve intelligence.

Experts say that brain fitness is the "capacity of a person to meet the various cognitive demands of life." Among other things, brain fitness can determine a person's ability to understand and process information. It can even affect how someone comprehends and manages relationships.

There are ways to foster brain fitness, such as getting an education, being mentally active and participating in a [brain fitness program](#) to challenge cognitive skills.

Brain fitness is a widely studied field. Scientists have studied the process of neurogenesis, which is the creation of new neurons in the brain. If a brain cell is more active, it develops more connections with its adjacent neurons, called dendritic sprouting. It has been proven that mental exercise increases the rate of neurogenesis, also helping neurons grow and stay healthy.

Brain Metrix offers hundreds of free games created by experts in the field of brain growth. It's one of the best Websites dedicated to cognitive thinking and [brain fitness](#)--and it's all free.

Brain training activities include memory tests, IQ boosters, Sudoku, spatial intelligence, math problems, brain concentration games, cognitive thinking games, brain reflection tests and more.

One of the most popular brain games is the IQ Booster. This has three games about chess, a strategy game called 8 Queens and the brain game Chess Knight. Sudoku is known to stimulate brain activity and is one of the fastest-growing games in the world. The spatial intelligence game uses a Rubik's Cube puzzle, which stimulates visual memory and spatial intelligence. The math game is not complicated, but the goal is to solve as many questions as possible in a short time. The [brain](#) concentration game is challenging, but that stimulates the brain even more. Another fun brain exercise includes arranging numbers in a certain order very fast. There are several levels. Cognitive training games are fun and simple, but they can really enhance cognitive and prediction abilities. On Brain Metrix, good players can predict where a ball will hit, using the mouse to go to the right spot very



quickly. The IQ tests are for brain training, not to determine an actual IQ score.

Visit [www.brainmetrix.com](http://www.brainmetrix.com) for one of largest and best collections of challenging and fun brain games.

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### **Online Web 2.0 Version**

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



## Treetopia Releases New Luxury Twilight Black Christmas Tree in Time for New Moon

*Treetopia offers its new black Christmas tree with realistic foliage designed to get customers biting.*

South San Francisco, CA (PRWEB) November 19, 2009 — Treetopia, the online retailer of traditional and colorful artificial Christmas trees, introduces a new [black Christmas tree](#) to their growing collection of realistic trees. Aptly named the “Twilight” Tree, this dark addition is released to ride the swelling wave of popularity of two soon-to-be classics - The Twilight series and black Christmas trees.

“Our new black artificial Christmas tree is unique, just like the Twilight saga,” says Carrie Chen, spokesperson for Treetopia.com, “so we named it in honor of the series. The Twilight series stands out because it’s taking a new twist on the whole vampire theme, and our Twilight Tree stands out because it’s creating a new version of the black [artificial Christmas tree](#).”

In a sea of colorful artificial [Christmas trees](#) made of PVC, the Twilight Tree is one of the very few black Christmas trees featuring high quality, molded PE foliage. The tips of the tree’s foliage are crafted from molds of real tree species, creating a remarkably life-like, yet non-traditional, black Christmas tree. The option to purchase a pre lit Christmas tree or an unlit Christmas tree is another signifier of the Twilight Tree’s uniqueness.

Black Christmas trees were created in the United Kingdom in the early 2000s, and American style mavens picked up on the novelty and imported the trend to the United States in the mid-2000s. Perfect for those who prefer an elegant look and throw black-tie holiday and New Year’s parties, black Christmas trees are designed to showcase sophisticated ornaments in one to two color themes. Retailers have witnessed the steady growth of these special Christmas trees over the last few years, although exact numbers aren’t yet available.

For more information, please visit [www.treetopia.com](http://www.treetopia.com)

About Treetopia: Treetopia.com is an online of traditional, colorful, and unique artificial Christmas trees. Featuring traditional artificial Christmas trees, black artificial Christmas trees, white artificial Christmas trees, pink artificial Christmas trees, silver artificial Christmas trees, lime green artificial Christmas trees, purple artificial Christmas trees, upside-down artificial Christmas trees, lighted palm trees, trimmings, tree skirts and decorations, Treetopia has something for everyone. They sell exclusively online through [www.treetopia.com](http://www.treetopia.com).

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### **Online Web 2.0 Version**

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



## **Garfield Finds a Home on Cartoon Network**

*All-New TV show in CGI and HD brings the sarcastic cat to one of the top youth networks.*

(PRWEB) November 19, 2009 -- Garfield's back and he's bigger, fatter, and hairier than ever before! "The Garfield Show," an all-new animated TV show in CGI and high definition debuted on Cartoon Network USA on Monday, November 2nd at 10:30 a.m. The show will air daily, Monday-Friday, at 10:30 a.m. and 3:00 p.m. Designed to entertain kids of all ages, the show revolves around a typical day-in-the-life of the surly cat and the characters that inhabit his world.

While brand new to the United States audience, "The Garfield Show" has been delighting audiences worldwide since its debut on France 3 network in November 2008. It also currently airs in Australia, New Zealand, Spain, Italy, Taiwan, Philippines, Latin America, the United Kingdom, South Africa, the Middle East, and Eastern and Western Europe. Asia and the Asia Pacific Territories will launch the show in 2010.

"Cartoon Network is the place for fun and innovative programming, and "The Garfield Show" will be a perfect addition to their line-up. The show has been a delight to work on – the animation sparkles, and the stories are fun," according to Garfield cartoonist Jim Davis.

Since its debut in France, the show attracted a record audience for the network. In the U.K., the debut show became the top rated show on the network. Since then, it has consistently been in the top three shows for the network.

A production of Paws, Inc. and Dargaud Media, a Paris-based animation and publishing company, the show features the corpulent kitty and the world he lives in, including his owner, the dull but decent Jon Arbuckle, the happy-go-lucky pup Odie, the cloying "cutest kitten in the world," Nermal, and Garfield's permanent houseguest, Squeak the mouse. New characters include Vito, owner of the "world's best pizza" parlor, Eddy Gourmand, an eccentric food critic, Harry, the ne'er-do-well alley cat, as well as assorted colorful characters from Garfield's neighborhood and the occasional visitor from the world beyond. Through situations both fantastic and familiar, Garfield entertains with his unique point-of-view and his sarcastic wit.

The fully-animated half-hour television series features 26 episodes, each with two complete 11-minute stories. The show is animated in CGI with 3D tools, and appears in High Definition. It is translated into several languages including English, Spanish, French, and Portuguese. The show is produced in France under the direction of Robert Réa, Director General, and Philippe Vidal, creative director.

Jim Davis, creator of Garfield, and Mark Evanier, a writer for the highly successful "Garfield and Friends" TV show (CBS-TV), helped pen dozens of episodes of "The Garfield Show," along with French nationalist writers including Julien Magnat, Philippe Vidal, and Peter Berts.

Instavision of Venice, California is managing all U.S. digital distribution of the series through multiple online



and mobile platforms, including iTunes, YouTube ([youtube.com/garfieldshow](http://youtube.com/garfieldshow)), and at [www.thegarfieldshow.com](http://www.thegarfieldshow.com). A new website devoted to the show will feature games, mobile downloads, video, and "The Catbox" featuring social networking aspects, including blogs by Dr. Liz ( Garfield's veterinarian) and Squeak the mouse, an authority on the world's cheeses, and much more. The show's characters can be found on Facebook ([www.facebook.com/garfield](http://www.facebook.com/garfield)) and Twitter (<http://twitter.com/therealgarfield>)

Garfield 's first foray into television began with the primetime special, "Here Comes Garfield" in 1981. Since then, thirteen primetime specials have garnered four Emmy-awards. "Garfield & Friends," a Saturday morning cartoon for CBS, aired from 1988-1995, and was often the top-rated Saturday morning show for kids across all networks.

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**Online Web 2.0 Version**

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

**News Image**





## Spas of America Selects Millcroft Inn & Spa as 700th Spa

*Historic Toronto-area spa helps consumers escape the present and relive the past.*

Toronto, Ontario (PRWEB) November 18, 2009 -- Spas of America, a healthy living and travel website showcasing the best Spa & Wellness travel experiences, today launched its 700th spa listing and first Historic spa experience: The Millcroft Inn & Spa, Alton-Caledon, Ontario, Canada.

“Spas of America is pleased to welcome the Millcroft Inn & Spa,” says Spas of America president Craig Oliver. “Situated less than an hour from Canada’s largest city and two hours from New York State, the Millcroft is a premier spa destination offering the charm and romance of the past, complemented by four-diamond comfort and first-class service.”

A historic gem dating back to the 1880s, the Millcroft was originally built as a textile mill. Today guests can stay and dine in the same building, where they’ll enjoy stunning views of the millpond and nearby Shaw’s Creek Falls. A definitive country retreat, the Millcroft is part of a small community known for its thriving art scene, love for horses and many outdoor activities.

One signature spa treatment at the Millcroft Spa is the Raindrop Therapy with Native Indian Hot Rock Massage. This unique therapy developed by the American Lakota Indians is designed to align energy centers, release blockages and bring the body into balance. Nine essential oils are strategically applied and worked into the back muscles, followed by a full-body massage. More details about the Millcroft Inn & Spa can be viewed at its platinum member listing: [http://www.spasofamerica.com/spas/millcroft\\_inn](http://www.spasofamerica.com/spas/millcroft_inn).

Paul MacIntyre, GM of the Pillar and Post, another fine heritage property, oversees all Vintage Hotels spas, including its newest one at the Millcroft Inn. MacIntyre says, “We’re very proud to have our spa chosen for this milestone. We look forward to the Millcroft Inn & Spa being showcased to Spas of America’s targeted Spa & Wellness consumers from around the world.” Vintage Hotels also operates two other boutique spa properties in Southern Ontario, 100 Fountain Spa at Pillar and Post and the Secret Garden Spa, Prince of Wales Hotel. (Both spas ranked in Spas of America’s Top 30 Spas of 2008 based on consumer traffic to the Spas of America website.)

### About Spas of America

Launched in 2005, Spas of America is the fastest-growing spa travel website, showcasing over 700 of the best resort, hotel and destination spas around the world. Spas of America supports the growth of Spa & Wellness travel by providing consumers with a beautiful, clean, easy-to-use online experience. The website empowers customers to search for spas by map, name, keyword, experience or geographic region. Find Spas of America online at <http://www.spasofamerica.com> and on Twitter at <http://twitter.com/spasofamerica>.

### About Vintage Hotels

Vintage Hotels is a collection of CAA/AAA four-diamond hotels. The Prince of Wales, Queen’s Landing and Pillar and Post in Niagara-on-the-Lake offer 374 guestrooms, 35,000 square feet of meeting space, three four-diamond restaurants and two spas. The newest addition to the Vintage collection is an oasis of tranquility in



Toronto's backyard. The Millcroft Inn & Spa, located in the rolling hills of Alton-Caledon, offers 52 guestrooms, 4,700 square feet of meeting space, a four-diamond restaurant, and the renowned Millcroft Spa, Centre for Well-Being. <http://www.vintage-hotels.com>

For more information, please contact:

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### **Online Web 2.0 Version**

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



## **First KISS: KISS Celebrates Their Guitar Hero® Downloadable Songs Release with Their First Web Concert on Facebook via Ustream**

*Bud Light Golden Wheat presents the legendary rockers KISS ([www.kissonline.com](http://www.kissonline.com)) on Facebook via a Ustream streaming link live from their show at the Staples Center in Los Angeles at 9 pm PST on Wednesday, November 25. This is the first-ever live web concert for one of rock's most iconic bands as KISS celebrates the release of their new, three-song Guitar Hero® track pack featuring "Modern Day Delilah", "I Was Made for Loving You" and "Lick It Up" today.*

Los Angeles, CA (Billboard Publicity Wire) November 19, 2009 -- Bud Light Golden Wheat presents the legendary rockers KISS ([www.kissonline.com](http://www.kissonline.com)) on Facebook via a Ustream streaming link live from their show at the Staples Center in Los Angeles at 9 pm PST on Wednesday, November 25. This is the first-ever live web concert for one of rock's most iconic bands as KISS celebrates the release of their new, three-song Guitar Hero® track pack featuring Modern Day Delilah, I Was Made for Loving You and Lick It Up today.

Users can watch and interact by visiting the official KISS Facebook page at [facebook.com/KISS](http://facebook.com/KISS) or on Ustream at <http://www.ustream.tv/channel/kiss-live> to connect with other KISS fans for a personal chat and live video experience in real-time during the show. Users who own an Xbox 360® video game and entertainment system from Microsoft can click the Guitar Hero® banner at the bottom of the screen and go directly to Xbox LIVE® Marketplace on Xbox.com to purchase the KISS three-song track pack and queue it up for download to their Xbox 360 console. PlayStation®3 computer entertainment system and Wii™ owners can purchase the track pack through the in-game music store in either Guitar Hero 5® or Band Hero™.

KISS chose Ustream ([www.ustream.tv](http://www.ustream.tv)), the leading live video platform on the web, because of its powerful platform and scalability in reaching a global audience of unlimited size. The band wanted to connect with their legion of fans that might not have had the chance to catch them during the North American leg of their 35th-anniversary KISS/Alive 35 tour, a 44-city tour that continues through December 15.

"For 35 years, KISS has rocked all over the world to sold-out crowds and set the standard for what a rock show should be. This tour will solidify our place in history for having the loudest, most entertaining and hardest rockin' show in all of music," said Gene Simmons.

The iconic band recently made KISSstory when "Sonic Boom", their first album in 11 years, debuted in the No. 2 spot on the Billboard Top 200. This was the highest-ever album debut for the legendary band. Frontman Paul Stanley produced the new album that marks a return to their signature 70s sound.

In creating "Sonic Boom", the band also wanted to give back by putting together a value-added release that offers three CDs for the price of one. The release includes "Sonic Boom", their centerpiece of new material including their single "Modern Day Delilah", a second disk of re-mastered KISS classics such as "Rock and Roll All Nite" and "Detroit Rock City", and a third, live disk from their show in Argentina earlier this year.



Get the latest news from KISS at [www.KISSonline.com](http://www.KISSonline.com) and for more information about the KISS three-track Guitar Hero ® pack, visit <http://hub.guitarhero.com/>.

Anheuser-Busch's newest beer brand, Bud Light Golden Wheat, is the exclusive sponsor of the online concert. The sponsorship is part of the overall launch campaign for Bud Light Golden Wheat that hit store shelves nationwide on October 5.

For more information, contact LCO PR:

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**Online Web 2.0 Version**

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

**News Image**



## **Transform Dreaded Family Get-Togethers Into Harmonious Holidays**

*Prevent Finances, Family Issues and Engrained Beliefs From Ruining Family Fun*

(PRWEB) November 21, 2009 -- Family discord during the holidays is all too common, as epitomized in movies such as "Home for the Holidays," "The Family Stone" and "Four Christmases". According to Dr. Nathaniel J. Williams, author of [THE AFFORDABILITY FACTOR: The 4Cs of Change](#), the holidays may be the best time to start on a new path to 'affording' the life you wish to lead.

Dr. Williams writes that the 'challenging life events' we have all faced in our pasts can change our behavior and lead us to bad habits that negatively impact our lives and relationships. As a prescription for happier, healthier holidays this year, Dr. Williams cites specific steps one can take before, during and after the holidays to move beyond the damages of old wounds and refocus the personal, professional, relationship and life goals one wishes to afford.

Before the family gathers for the holidays:

- \*Recognize and eradicate the behaviors and thought patterns such as denial, glossing over, and falling off the radar screen that will lead to an unhappy get-together.
- \*Put into practice the behaviors and thinking that will lead to a transformative holiday event: balanced decision making, affordability, maturity, and embracing reality.
- \*Apologize for past actions—an apology has immense power to re-set relationship dynamics and allows everyone to move forward.

During the Thanksgiving or Christmas assembly:

- \*Remove any barriers in your thoughts, language, interactions, and expected results: positive thoughts and intentions will lead to positive outcomes.
- \*Arm yourself with a sense of humility and humor instead of defensiveness and anger.

After the holidays:

- \*Review the changes that took place, how attitudes shifted and the overall benefits of using 'affordability' at the holidays.

"Too often, we see our own life's challenges as rationale or justification to make poor decisions. We might convince ourselves that we are owed something to make up for the abandonment, loss and difficulties of our lives, or that 'wrong' isn't really wrong when life has been so hard. However, by reframing the 'challenging life events' that shape our lives, we can change our lives for the better," believes Dr. Williams.

The challenges of Dr. Williams' own early life were extreme: at the age five, he and his 11 siblings were orphaned when their mother died suddenly. He was separated from his brothers and sisters, and grew up in the New York City foster care system. While some might allow these challenging life events to change the course of their lives in negative ways, for Dr. Williams it fueled his desire and drive for achievement. Today he is a Doctor



of Education; CEO of a nonprofit human services organization with a budget of \$10 million and 200 employees; foster parent; author; and motivational speaker.

Increasing one's "affordability factor"—be it a career decision, choosing a mate or pursuing a dream—allows us to launch ourselves toward our greatest potential with a renewed sense of confidence, direction and determination for success.

About the Book:

THE AFFORDABILITY FACTOR: The 4 Cs of Change

By [Nathaniel J. Williams](#), Ed.D, MHS, MPA, MBA

Price: \$29.95

Available at [Amazon.com](#)

About the Author:

[Dr. Nathaniel J. Williams](#)' journey from orphan and foster child to Doctor of Education, nonprofit founder, and author has been both challenging and rewarding. Dr. Williams has proven that success can be attained when a person possesses commitment, tenacity, and integrity. In his career, he has fulfilled a multitude of roles, including direct care worker, foster parent, house parent, entrepreneur, nonprofit and for-profit organization founder, Chief Executive Officer, adjunct professor, scholar-in-residence, talk show host, and motivational speaker. Since 1993, Dr. Williams has been the President and CEO of HumanWorks Affiliates, Inc., a cluster of nine corporations focused on human services.

Dr. Williams is a member of the National Speakers Association ([www.nsaspeaker.org](#)) and hosts a weekly internet radio show, "The Navigating Your Life Show with Dr. Nathaniel J. Williams" focused on empowerment, enlightenment, and encouragement. More at [www.nj-williams.com](#).

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## News Image

