

Media Kit

Markisha Peake



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Ethics Statement



DAM Boutique

1213 Wade St., Pittsburgh, PA 15124 • www.damboutique.com • 412.377.0019

Contact:

Markisha Peake, Public Relations Specialist

Cell: 724.709.9634

Mmp9486@damboutique.com

For Immediate Release



DAM BOUTIQUE DONATES CLOTHES TO LOCAL CHARITIES

PITTSBURGH, Pa. (July 13, 2012)—DAM Boutique, the new consignment shop that plans to sell clothing at an affordable price, located at 1213 Wade St., Pittsburgh, Pa., 15124, is donating their clothing to local charities in the area of Pittsburgh.

One of the many charities that they are donating to is, The Ronald McDonald's House of Charities in Pittsburgh. The charity will benefit from DAM boutique by receiving anything between shoes, clothes, bags, etc.

"I am so appreciative of them donating their nice clothing," said Thomas Red, the president of the Ronald McDonald's charity. "We could always use any kind of help, and their donating will help families out tremendously."

DAM Boutique is a Pittsburgh Pennsylvania based company that provides low-cost clothing to consumers. DAM Boutique has 7 employees that is ran my family members and is dedicated to customer devotion and gratification. The consignment shop is new in the area and plans to open more stores in the future. For more information, visit www.damboutique.com.



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DAM Boutique

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DAM Boutique is a new consignment shop known for selling clothes at an affordable price.

About DAM Boutique:

DAM Boutique is a Pittsburgh Pennsylvania based company that provides low-cost clothing to consumers. DAM Boutique has 7 employees that is ran my family members and is dedicated to customer devotion and gratification. The consignment shop is new in the area and plans to open more stores in the future.

Did you know?

DAM Boutique accepts donations of old clothing you no longer want? And, we also pay you for your clothing!

Founded:

DAM Boutique has been founded in 2011 when a mother, Danielle Forbes, and her two daughters, Marissa and Auri Peake came up with the idea to open consignment shop where people can buy clothing at an affordable price.

Founder Titles:

Danielle Forbes, president
Marissa Forbes, vice president
Auri Forbes, sales and marketing
Ursula Riggins, media relations
Modesty Riggins, store shopper
Demarkus Walker, operations
Shawnda Walker, seamstress

Quick notes:

DAM Boutique was founded by a mother and her two daughters and is also run by their family members.

Services:

- ✚ Varsity of shoes
- ✚ Comfortable atmosphere
- ✚ Provides drinks while shopping
- ✚ Pay's your for unwanted clothing
- ✚ Donates to local charities
- ✚ Varsity of clothing, purses
- ✚ Varsity of clothing available from toddler to men and women's



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PITTSBURGH AREA GREET'S NEW BOUTIQUE/CONSIGNMENT SHOP

Who: DAM Boutique

What: Grand opening of DAM Boutique

Where: 1213 Wade St., Pittsburgh, PA 15124

When: Saturday, July 22
2 p.m. – 8 p.m.

More: DAM Boutique will be open to the public during their grand opening at the hours stated above.

The grand opening will be a filled with excitement and laughter as the Pittsburgh area welcomes in the new boutique that offers low-price clothing to families that may be on a budget. Supporters at the grand opening will receive:

- Wine
- Desserts
- Drinks for the younger crowd
- \$5 coupon towards your shopping trip

The first 10 guest that comes to the grand opening will receive a free gift bag of goodies and one winner drawn from a raffle will get to pick out \$50 in free clothing from DAM Boutique.

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Dear Mr. Corsaro,

Clothing has become so expensive over the years and families are finding it more difficult to provide clothing for them including their children. With the grand opening of DAM Boutique, it will provide low-cost clothing for a family that is easy to afford.

DAM Boutique will also be known as a consignment store, where a personal shopper will go to thrift stores, buy their clothing and the seamstress will add her twist to it. She will be responsible to remodel the clothing and make it look good as new.

DAM Boutique, will have its grand opening in Pittsburgh, on July 22, from 2 p.m. until 8 p.m., and will provide a tour of the new boutique to guests and many of its features. All guests will be served with desserts, drinks, a \$5 coupon to the store and the first 10 guests will get a gift bag, with the chance of a \$50 shopping spree.

The boutique will also give families the chance to turn in their old clothing for money. Who doesn't want to get paid for worn clothes?

I think your readers at the Pittsburgh Business Times will find DAM Boutique's grand opening to be very exciting with lots of laughter. I will be very appreciative if you decide to use this news for your paper. This will not only benefit the company, but your readers will be more informed about the boutique and will help families that are struggling or on a budget.

Please feel free to contact me if you have any questions about the grand opening, including more details and interviews. I can be reached my email or phone (below), anytime.

Sincerely,

Markisha Peake
Public Relations Specialist
Cell: 724.709.9634
Mmp9486@dam.boutique.com



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For Immediate Release

LOW BUDGET STORE OPENS IN THE HEART OF PITTSBURGH

PITTSBURGH, Pa. (July 13, 2012) — DAM Boutique, that offers low-cost clothing and a clothing buy-back program, is set to having its grand opening on July 22, from 2 p.m. until 8 p.m.

DAM Boutique, located right in the middle of the city, is in a great location for families and young adults that are looking for a great place to shop on a budget.

Local community members are excited for the boutique to open its door because they haven't had any budget friendly consignment shops in their area over the past years since the closing of The Salvation Army in their area.

"I am so excited about the opening of the boutique," said Lisa Williams, a single mother of three. "It has always been hard for me to find cheap clothing for me and my children because they always want name brand items. With this boutique you can get name brand clothing and even turn in your old clothes for money. This store is just a blessing."

DAM Boutique provides name brand clothing such as Nike, for a discounted price, clothing for all ages and gender, all for one low fee. The boutique owner also discussed how she donates clothing to local charities because she's all about supporting good causes.

"I'm just happy that I can help people out, this has always been a dream of my daughters and I to open up a boutique named after us to help struggling families," said Danielle Forbes, the owner of the boutique.

Danielle explained the name of her store came from the first initials of her, and her daughters' names. D: for Danielle, A: for Auri and M: for Marissa.

-more-

“I know what it feels like to not be able to buy nice clothes because of your budget.” Forbes said. “I am also a single parent, and with this opportunity, I just want to be able to give back to the community because I was once in their shoes.”

The boutique is also run by other members of Forbes family that helped her with the process of opening the store.

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NEWS RELEASE/RADIO READER

For Immediate Release

Length: 30 seconds

Title: Grand opening of DAM Boutique

CALLING ALL SHOPPERS: DAM BOUTIQUE WILL BE HAVING IT'S GRAND OPENING IN PITTSBURGH ON JULY TWENTY-SECOND, FROM TWO P-M UNTIL EIGHT P-M.

DAM BOUTIQUE IN LOCATED IN PITTSBURGH, AND OFFERS LOW-BUDGET CLOTHING FOR ALL AGES.

DAM BOUTIQUE EVENS GIVE YOU THE OPPORTUNITY TO TURN IN YOUR OLD CLOTHING FOR MONEY.

COME SUPPORT THE OWNERS AND COMMUNITY, AND WIN A CHANCE TO RECEIVE A FREE FIFTY-DOLLAR SHOPPING TRIP FROM DAM BOUTIQUE. THERE WILL BE LOTS OF FOOD AND DRINKS, AND IS ALSO OPENED TO THE PUBLIC.

FOR MORE INFORMATION ON DAM BOUTIQUE, VISIT W-W-W-DOT-DAM-BOUTIQUE-DOT-COM.

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PRSA Code of Ethics

DAM Boutique obeys to PRSA's Code of Ethics:

- Loyalty:** We are dedicated to keeping our customers happy and providing them with class and inexpensive clothing that they deserve.
- Advocacy:** DAM Boutique is a responsible company and supports the satisfaction of every customer who comes into the store. We hope to gain credibility from our customers as a great company.
- Independence:** DAM Boutique is an independent/ family owned company that has a filled purpose to give the customers what they want and need, including money for their worn clothing.
- Honesty:** We are committed to give our customers truthful information when it involves our company.
- Fairness:** Our company treats employees, customers, and the media with the greatest respect and make sure that every individual is treated equally.
- Expertise:** Making sure our customers and staff are safe is our main concern. DAM Boutique is equipped with safe shelves, clothing racks and has a highly trained individual to come make sure everything is arranged safely every week.



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1. DAM Boutique blog entry
(July 22, 2012)



DAM Boutique owners get ready to cut the bow for their store grand opening

Are you looking for a low-budget store to shop at and can get money for your old clothing? If the answer is yes, then you found the right spot to look at. DAM Boutique is a consignment shop, where it offers name brand clothing for a cheap price for all ages and genders.

In addition to the inexpensive clothing, we even give money back to you for your worn clothing that is still in great shape. I will be updating you weekly on the latest news with our boutique and the great deals we have to offer you. It is my responsibility to keep my online customers happy as well as the in-store consumers.

Thank you,
Danielle Forbes
owner



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2. DAM Boutique blog entry
(July 30, 2012)



Inside look of DAM Boutique

I just wanted to let you guys know that the grand opening has been a success. Business has been great and we've been at a steady pace for our first week. I am so proud of my team for helping make everything run so smoothly and I also want to thank you guys. Without y'all, none of this would have been possible.

For my future customers, if you haven't already been to the boutique yet, here is the first look of how we are set up inside. We decided to use calm colors on one side of the boutique, and more funky colors on the opposite side. This look calls for a more comfortable atmosphere. I hope you come check it out soon. I will continue to keep you updated weekly on special events and news.

Thanks again,
Danielle Forbes
Owner

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DAM Boutique's Grand Opening

DAM Boutique will host a six hour long grand opening of their inexpensive consignment shop opening in the heart of Pittsburgh.

Contact:

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Cell: 724.709.9634

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Overview:

DAM Boutique is a Pittsburgh Pennsylvania based company that provides low-cost clothing to consumers. DAM Boutique has 7 employees that is ran my family members and is dedicated to customer devotion and gratification. The boutique offers name brand clothing for a cheap price, including clothes bought from thrift stores, such as, The Salvation and Goodwill. The company's personal seamstress remodels the clothing to make them as good as new. The boutique also offers a chance for employees to bring in their old clothing that is still in good condition to get money back. This is the owner's first boutique and plans to open more in the near future in other parts of Pennsylvania.

The official grand opening of the boutique will be Saturday, July 22, 2012 at 2 p.m. until 8 p.m. The opening of the boutique will include food, desserts and drinks for the supporters that come out to the event, and even a \$5 coupon to go towards your first purchase. The first 10 guests will get a free gift bag of goodies and chance to win \$50 for a shopping spree given by the boutique. In addition, the owners are asking for supporters that have unwanted clothing to bring to the event to see how much money they could get back for their items.

Place/Time:

The grand opening is Saturday, July 22, 2012, 2 p.m. and concludes at 8 p.m.

Primary Messages:

- ✚ DAM Boutique offers a friendly and comfortable atmosphere to shop
- ✚ DAM Boutique offers affordable clothing for all ages and genders
- ✚ Our customers and staff is our main priority
- ✚ Staff is always there for you if you have any questions or concerns
- ✚ We feel that it's our job to make sure that our customers are happy and leaving satisfied.

Primary Publics:

- ✚ Shopaholics who love to shop on a budget
- ✚ College-aged students
- ✚ Single parents
- ✚ Local businesses
- ✚ Big families who needs low cost clothing
- ✚ Individuals looking to donate

Goals/Objectives:

- ✚ Increase brand awareness of DAM boutique
- ✚ Get honest feedback from customers
- ✚ Create a great relationship between staff and employees to provide trustworthiness
- ✚ Increase traffic onto our website
- ✚ Maintain authority as a great boutique

Media Relations Plan:

DAM Boutique is all about expanding their relationship with their customers online and offline to create a better experience for them both. DAM Boutique plans to create a Facebook and Twitter account where customers can leave their comments about how they felt about the boutique, what they didn't like and also stay updated on events and special deals for the week. DAM Boutique will also keep their personal website up-to-date to keep a positive and credible relationship between customers and potential investors. In addition to the websites, the boutique will also create press release, fact sheets and brochures to keep posted inside the store and on all social media accounts.

Outline of Event:

- ✚ Cut the ribbon - 2 p.m.
- ✚ Take pictures with the first 10 guest - 2:30 p.m.
- ✚ Pass out gift bags to first 10 guests – 3 p.m.
- ✚ Give arriving guest a tour - 3:30 p.m.
- ✚ Pass out coupons - 4:30 p.m.
- ✚ Serve food – 5:30 p.m.
- ✚ Serve dessert – 6:30 p.m.
- ✚ Intermission – 7 p.m.
- ✚ Do drawing for free shopping spree – 7:30 p.m.
- ✚ Guest's depart/clean-up – 8 p.m.

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