

# SMASH

A Smart Girl's Guide to Practical Marketing  
and Public Relations

FOR IMMEDIATE RELEASE

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## LOCAL RETAILER MARKETING SMART THROUGH STRATEGIC PARTNERSHIPS

*A twist of fate, good fashion sense of a "smashing" new book bring together strategic partners*

Roseville, CA July 8, 2009 – Sometimes stumbling onto good fortune combines dumb luck, great fashion sense, and a really good book. Michelle Gamble-Risley and Michele Smith, authors and owners of local marketing agency M Communications, recently had good fortune shine upon them all because they love fashion — but not just any fashion. They love clothes produced by national retail chain White House Black Market (WHBM).

Gamble-Risley, a regular WHBM shopper, came into the Roseville outlet to purchase a dress — the gown she would wear on the cover her and Smith's new book *SMASH: A Smart Girl's Guide to Practical Marketing and PR*. As she was checking out, the store manager recognized her from a recent television appearance to promote her first book *Second Bloom*. This spark of recognition prompted Gamble-Risley to share that her beautiful new black dress would not only adorn the cover of *SMASH*, but also each book cover in the forthcoming series would feature Gamble-Risley and partner Smith dressed from head-to-toe in WHBM clothes, shoes and accessories.

This admission prompted the manager to ask if Gamble-Risley would allow WHBM to use the book cover in an advertising campaign — and it snowballed even further. WHBM saw the *SMASH*'s book cover and quickly extended an invitation to host a book launch party. In fact, WHBM will host the celebration on Sunday July 19, from 5pm - 8pm at the Fountains location based in Roseville, Calif.

*SMASH* is not your typical marketing book that authors Gamble-Risley and Smith label as "snooze-fests." "We wrote *SMASH* because the world needs an entertaining marketing book," said Gamble-Risley, *SMASH* co-author and principal of M Communications. "We work with many startup companies and wrote our book to educate by defining marketing and pointing out the brutal disasters that are out there."



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*SMASH* is laced with humor and sarcasm to help define in a playful but informative way all marketing media from websites to public relations to social media. The authors wrote *SMASH* for the entrepreneur, marketing professional, small business owner, and generally anyone in need of a good laugh. At the WHBM launch party, guests will enjoy hors d'oeuvres, champagne, as well as the first opportunity to purchase *SMASH* and meet the authors.

"White House Black Market is our official company wardrobe," said Michele Smith, *SMASH* co-author and principal of M Communications. "We are thrilled to celebrate our first book launch in a White House Black Market store."

"Our store has been busy despite the current market conditions," said Jen Brewster, store manager, White House Black Market. "We are very excited to throw the *SMASH* launch party in our store. Both authors are huge fans of our product line and even wore our clothes on their book cover."

Gamble-Risley and Smith also wish to acknowledge and thank other event sponsors:

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The party is open to the general public and press. If you would like to conduct an interview, contact Michele Smith at 916.230.8569.

