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Leading PR & Events Firm Cashman & Associates Expands Client Roster

*Top lifestyle brands and non-profits turn to Cashman & Associates
to stand out in a competitive marketplace*

Philadelphia, PA – **Cashman & Associates** proudly announces eleven recent additions to its client roster in various lifestyle industries, including fashion, beauty, entertainment and real estate, as well as several non-profit organizations. The firm's new client list includes **AP Bags, USA, Cole and Heidi Hamels' The Hamels Foundation, Eventions Productions, Innove Events & Paper, Omega Optical, the Pennsylvania Society for the Prevention of Animal Cruelty, Philly.com, The Piazza at Schmidts, Rescue Rittenhouse Spa, Tower Investments and Zahra Saed.**

"We are delighted to be working with so many fantastic new clients and are excited about our upcoming projects and events. It is important for brands and businesses to stay top-of-mind, especially during a weak economy. Public relations and special events are an efficient and cost-effective way to do so," says Nicole Cashman, President & CEO of Cashman & Associates Public Relations and Special Events.

About New Business:

- **AP Bags, USA** (www.antichipellettieri.it), the parent company of fine Italian handbag and accessory brands including Missoni Shoes, Mandarina Duck, Coccinelle, Coccinelle by Barbara Hulanicki and Francesco Biasia.
- **Cole and Heidi Hamels, The Hamels Foundation** (www.colehamels.com) with a dual mission to provide assistance to inner-city schools in the United States and to raise awareness and help eliminate HIV and AIDS through female empowerment and education in Malawi, one of the poorest and most impoverished nations. They will host their first fundraising event in Philadelphia in May 2009.
- **Eventions Productions** (www.eventionsproductions.com), the premier special event production company serving the Philadelphia tri-state region, specializing in spectacular lighting design, advanced sound technology and inclusive expert event services. With clientele ranging from high profile celebrities to large scale corporate events to social gatherings such as weddings and bar mitzvahs, Eventions Productions constructs special events of the highest quality with flawless execution.
- **Innove Events and Paper** (www.innoveevent.com), the most in-demand event design and stationary firm in the Philadelphia Area, offering fresh, stylish and affordable design. Innove combines modern and classic elements with customized details to bring each customer's perfect concept to life.
- **Omega Optical** (www.omegaoptical.net), a luxury optical boutique providing high-quality products, exceptional service and contemporary designer eyewear brands and styles in a friendly and inviting environment. Omega Optical has been established for nearly ten years at its West Oak Lane location; in May 2009, Omega Optical will open a second location at 1700 JK Boulevard at the Comcast Center.
- **Pennsylvania Society for the Prevention of Animal Cruelty** (www.pspca.org), dedicated to rescuing animals from abuse and neglect, providing lifesaving care and

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treatment, guaranteeing homes for adoptable animals, and reducing pet-overpopulation through low-cost spay-and-neuter clinics and public awareness initiatives.

- **Philly.com** (www.philly.com), the #1 resource for Philadelphia news and information and host site for the *Philadelphia Inquirer*, *Daily News* and other affiliated local newspapers. *Philly.com* provides breaking local news, the latest weather and traffic information and more. Philly.com also features exclusive web content including blogs, web features and webisodes, such as *Philly Dish*, *Philly Uncorked*, *The Gossip Show* and *Philadelphia Business Today*.
- **The Piazza at Schmidts**, a world-class public gathering destination in Philadelphia fusing art, culture, commerce and lifestyle together into one city locale. Engaging artisans, musicians, neighbors and guests in a vibrant cultural and social community, The Piazza is a touchstone urban development project with its exclusive combination of open space, visual arts, dining, retail and residential life, breathing creativity and passion into Philadelphia's Northern Liberties neighborhood and redefining city living.
- **Rescue Rittenhouse Spa** (www.rescuerittenhousespa.com), Philadelphia's top luxury day spa offering an extraordinary and unparalleled program of skin care, using natural and botanical skin care products alongside the latest in modern technology. Owner Danuta Mieloch is an internationally acclaimed skin care expert and trained esthetician with over 20 years experience practicing her craft and skilled team has earned Rescue a reputation for providing customized, results-oriented skin care treatments.
- **Tower Investments, Inc.** (www.towerdev.com), one of Philadelphia's largest urban developers of mixed-use real estate with a diverse portfolio encompassing retail, entertainment, commercial and residential development. Admired for their progressive attitude and ability to take risks in the market, Tower Investments, Inc. is known as a catalyst for turning around many of Philadelphia's undervalued neighborhoods.
- **Zahra Saeed** (www.zahrasaeed.com), an independent fashion designer with a collection of sensual and feminine ready-to-wear women's fashions, available in exclusive boutiques, through her website and now in her flagship boutique in Philadelphia, which opened at 1901 Walnut Street in March 2009. Zahra Saeed fashions are the embodiment of chic, with uncompromising luxury and authentic sensuality. Each piece is crafted from custom-woven fabrics imported from some of France and Italy's finest textile producers.

About Cashman & Associates Public Relations & Special Events:

Cashman & Associates (www.cashmanandassociates.com) specializes in upscale lifestyle brands including the travel & destination, fashion & beauty, sports & entertainment, arts & culture, hospitality & beverage and non-profit industries. With creative talent, strong relationships and proven experience, Cashman & Associates executes customized and articulate public relations programs for both retainer and project-based clients. Cashman & Associates integrates strategic marketing and tailors media campaigns to heighten consumer awareness and trade recognition.

Founded in 2001 by Nicole Cashman, Cashman & Associates has quickly amassed a high-profile and international client list. Cashman & Associates has offices in New York and Philadelphia with a network that extends through all major media markets across the country including Miami, Chicago, Los Angeles, DC, Boston and Las Vegas.