



## For Immediate Release

**Publicist and former Model, Yetunde Taiwo launches a full service Miami based entertainment company with 3 divisions focused on catering to trendy, classic and savvy clientele. These three divisions are ICY Public Relations, ICY Studio (Graphic Design) and ICY Talent Agency.**

**MIAMI, FL July 1st, 2008** — Yetunde Taiwo, a former model turned publicist has been in the fashion, marketing and public relations industries for 9 years. A Graduate of Loyola University, Chicago with a BA in communications, Taiwo has experience working with multiple fortune 500 companies, and is currently the Director of Marketing and Public Relations for the Concert Association of Florida.

*"For years, I've tried to figure out a way to consolidate all my passions. I live and breathe fashion, love public relations and my obsession with colors influenced me toward graphic design. When you have the opportunity to experience multiple career paths that are enjoyable, it's quite tough to pick one. I have cultivated one passion by blending all of these paths and its ICY WORKS." - Yetunde Taiwo*

ICY Works began in 2000 as a graphic design passion. Taiwo gained technical experience building websites; and honed her creative and stylistic talents with the task of designing layouts, selecting engaging color schemes and exploring innovative ways to promote and market quality products, events and services.

ICY PR L.C., a full service public relations boutique evolved from the connections and experience gained from ICY Works. Taiwo made her PR endeavors public and officially started operating as a registered company in Miami, FL in July of 2007. The company's portfolio includes music artists, visual artists and fashion and jewelry designers.

Taiwo will parlay her fashion and modeling experience in the fall of 2009, when she launches ICY Talent, LLC. Anticipated to operate out of West Africa, this new company will focus on the burgeoning model and talent industry in major African markets.

*"Icy Works started out as a small graphic design company. It gives me great joy to see how it has evolved into a brand, comprised of three different services that cater to the fashion and entertainment industry. I hope for much more with this service brand." - Yetunde Taiwo*

The [www.icyworks.com](http://www.icyworks.com) website with sub links to its divisions is scheduled to launch on August 8, 2008.

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