



For Immediate Release

ICY Public Relations launches its “EXCLUSIVE” new site.

New website showcases a broad array of services and exciting multinational clients

Miami, FL July 18, 2007--ICY Public Relations and Special Events, L.C. announces the launch of its newly tailored website. Launched on 7/7/07, considered the lucky date of the millennium, ICY PR looks toward an auspicious future and continued growth in 2007.

ICY PR specializes in product launches, image consultancy, special events, private parties and fashion shows; and has a conglomeration of services that are custom-fitted to each clients' need. The website www.icypr.com displays their publicity, event planning, and marketing capabilities, along with information about clients and contact/request features.

ICY's client roster has expanded to include Emerging British recording artist **Adama**, Los Angeles based **Ella Brown Couture**, whose collections were displayed at both Miami and Chicago Fashion Week; and **Nigeria International**- a globally televised program focusing on the cross cultural lifestyles of Nigerians at home and in the Diaspora.

According to founder Yetunde Taiwo “The adage BE EXCLUSIVE emphasizes our lifestyle, which is to represent your product like it’s ours.” Founded in early 2005, ICY PR is a full service public relations boutique with a focus on fashion and entertainment. It's founding principle is that a clients' image is as important as their product or service. The ICY team believes creative ideas and initiatives set their clients apart from “the competition”.

For more information contact:

ICY Public Relations
Jenne L. Hebert
T: 305.940.0067
F: 215.326.7302
E: info@icypr.com
W: www.icypr.com

###