



## For Immediate Release

### **IJORERE® launches a new product line called LOVE Letters.** **Inspired by Lover's month; Valentine's Day.**

**CHICAGO, ILLINOIS—** IJORERE® The invitation is gaining recognition as the premier choice for couture invitations for special events including weddings, galas and more. And NOW IJORERE® The invitation does it again introducing a new product line called "**LOVE Letters**". Pronounced E-Jaw-Ray-Ray and derived from a Yoruba-Nigerian meaning, IJORERE® is actually two words made one. 'Ijo' means Day and 'Rere' means Grand. Ijorere sums up how your special occasion should be...A day that is Grand.

The LOVE letters line includes IJORERE's signature wood box with two options of either maple or cherry wood, hand written letters plus a box of jewel-like artistically custom-created Anna Shea chocolates. Lovers can send their own words to IJORERE® The invitation and a calligrapher will re-write the love letters unto red or white translucent paper. Lovers may also purchase a signature box with pre-cut blank papers and write their own sweet words. The product launches on the month of LOVE; February.

Reality is we live in a tech savvy FAST era but the TRUTH is we still cherish the simpler things of life. IJORERE The Invitation is not JUST about stationery we are about "creating a lasting impression & sustaining love." LOVE is timeless & receiving LOVE letters are priceless. This month of LOVE, go beyond sending flowers that eventually wither. Take a moment to write to your lover, share your sweet thoughts in writing or even propose in a letter to your lover!

#### **HOW IT WORKS**

Lovers send an email of what they want to write to [info@ijore.com](mailto:info@ijore.com), include your loved one's mailing address, indicate which of the signature wooden box & paper you'd like: Maple or cherry wood? White or red translucent paper?, You may also opt to have the letters printed in a hand-written font style. For privacy purposes you have the option to write the letters yourself. IJORERE® The invitation will provide pre-cut paper in your wooden box, (Choosing this option means IJORERE® will mail the suite directly to you. White paper option only), paypal payment request will be sent to your e-mail and within 72 hours, your LOVE letter suites will be shipped priority mail. (Expedited service is available for an additional charge). All shipments outside the U.S will not include Anna Shea's with the Love Letter suites

#### **THE COST**

\$79.99 Signature LOVE Letter Suite -pre-cut paper – without Anna Shea Chocolates  
\$109.99 Signature LOVE Letter Suite -pre-cut paper + Anna Shea Chocolates  
\$119.99 Signature LOVE Letter Suite -printed – without Anna Shea Chocolates  
\$139.99 Signature LOVE Letter Suite -Calligraphy - without Anna Shea Chocolates  
\$159.99 Signature LOVE Letter Suite -Calligraphy + Anna Shea Chocolates

*"One of the most important things that helped my husband in times of despair were my love letters to him while he was serving in Iraq. I created this product because love to me should be sustainable, and love letters will do that. They go beyond just Valentine's Day" ~Ola-tokunbo Muhammed, CEO of IJORERE The Invitation.*

#### **ABOUT ANNA SHEA CHOCOLATES®**

Anna Shea Chocolates was founded in 2004 with the aspiration to bring never before seen quality and beauty to the world of artisanal chocolate. With a background in traditional European training and in arts growing up, Anna Shea has an innovative combination of excellence in both knowledge and technique as well as the passion of an artist. Each jewel-like piece of chocolates is meticulously handcrafted and designed to represent the inspiration behind each flavor.

LOVE Letters by IJORERE The Invitation will soon be sold at Anna Shea Chocolates & Lounge.  
The Aborteum of South Barrington. 100 W. Higgins Road . Suite E5 . South Barrington, Illinois. 60010

For press materials on IJORERE The Invitation please contact [info@icypr.com](mailto:info@icypr.com) . To see the range of IJORERE The Invitation couture collection, visit [www.ijore.com](http://www.ijore.com)

#### **Contact:**

ICY Public Relations  
Yetunde O. Taiwo  
T: 305.549.3676  
E: [info@icypr.com](mailto:info@icypr.com)  
W: [www.icypr.com](http://www.icypr.com)