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May 02, 2009

Aesthetic Clinique Open House, Congrats to VIE, The Rewards of Marketing in a Down Economy Talk, Swine Flu Resources



Beautify Today at The Aesthetic Clinique Open House Swing by the Aesthetic Clinique Open House today, Saturday May 2, from 10am - 3pm **at their Redfish Village location at 2050 West County Highway 30A, Suite 114.**

Products featured include: Thermage for Skin Tightening, Fraxel re:pair - CO2 laser resurfacing, and Evolence - Long Lasting Collagen Filler. Catering provided by Wild Olives and Veuve Clicquot Champagne will be flowing. Representatives from Thermage, Fraxel, and Evolence will be present to answer all questions and there will be drawings and discounts available for great products and services including: Evolence, Juvederm, Latisse, Reval Skin, Obagi, Neocutis, Biomedic, Sunsoul, Facials and Waxing.

Visit www.theclinique.net for more information.



Congrats to the Publishers of VIE - people+places Magazine!! VIE – People + Places magazine, published by Cornerstone Marketing & Advertising, Inc., was recently honored with both an Image Award and the coveted Grand Image Award from the Florida Public Relations Association

(FPRA).

The Pensacola Chapter, in conjunction with the Northwest Florida Coast Chapter of the FPRA, conducts the Northwest Florida Image Awards annually to recognize outstanding public relations programs and to encourage the development of public relations professionalism in the region. The 2009 Northwest Florida Image Awards ceremony took place on April 25 at the University of West Florida Commons.

An Image Award is bestowed upon the highest-scoring entry in each of the competition's four divisions of categories. VIE's award was presented in the Printed Tools of Public Relations division. The Grand Image Award, which VIE also received, is given to the best Image Award-winning entry from three of the divisions: Printed

Tools of Public Relations, Audio/Visual Tools of Public Relations and Student Projects in Public Relations.

“We are honored to receive these prestigious awards and praise from our peers in the public relations industry,” said Lisa Burwell, owner and publisher of VIE. “The staff of VIE, the editor-in-chief, Gerald Burwell, and I have worked tirelessly to make the dream of this publication a reality and it is refreshing to see our hard work recognized. However, the highest accolades we have received come from people in the community who have experienced the positive effects that we strive to produce with our magazine.”



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Emerald Coast Advertising Federation to Discuss The Rewards of Marketing in a Down

Economy May 12 The **Emerald Coast Advertising Federation** (ECAAF) will host its May luncheon at 11:30 a.m. on Tuesday, May 12, at the **Emerald Grande in Destin's HarborWalk Village**.

The May program – ***Tough Times Don't Always Last; Tough Brands Do*** – will feature Ellen Wingard, senior vice president and managing director of the Mobile, Ala., office for Lewis Communications, a full-service advertising, marketing, interactive and public relations agency.

Wingard, who began her career with Lewis more than 18 years ago, will discuss the rewards of marketing in a down economy. As marketing budgets decrease and consumer expectations increase, Wingard will share effective marketing strategies and examples of these strategies during this turbulent economic time, giving tips to help you and your brand change minds.

The general public is welcome to attend this luncheon presentation. The cost is \$15 for members who RSVP and \$20 for non-members as well as members who do not RSVP. RSVP to Jessica Maraman by e-mail jessica@vivid-pr.com by Friday, May 8. For more information about the May program, visit www.emeraldcoastadfed.com.



The State of Florida Opens Toll Free Service For Residents to Receive Information on Swine Flu

The State of Florida has opened a toll-free telephone service where residents can call to receive health information about swine flu.

The number for Florida residents to call is 1-800-342-3557.

The line will be staffed from 8 a.m. to 8 p.m. daily until further notice. After hours calls will be handled by an automated service.

As Florida responds to swine flu, the Florida Department of Health offers the following recommendations: