

{ blogger brilliance }

FOR IMMEDIATE RELEASE

{ MEDIA CONTACT }

NANCY VAUGHN OR HALEIGH PIKE

PHONE: 813-994-9807

EMAIL: PRESS@WHITEBOOKAGENCY.COM

{ **BLOGGER BRILLIANCE CONFERENCE HOSTED IN TAMPA BAY** }

TAMPA, Fla. (Sept. 1, 2011) – Bloggers are beginning to gain more popularity than celebrities and for the first time in Tampa Bay, blogging enthusiasts will have a chance to meet seasoned bloggers from across the country at Blogger Brilliance.

Blogger Brilliance, a conference hosted by BonBon Rose Girls, Tampa Bay Fashion Week and White Book Agency, will be held on Saturday, Sept. 17 at the International Academy of Design & Technology, as well as Pelagia Trattoria and Neiman Marcus at International Plaza and Bay Street. The conference begins at 9 a.m. and includes a full agenda of information, activities and fun.

Fashion, food, travel and lifestyle bloggers will discuss various topics, ranging from the effective use of social media tools to images and branding, and unite with other bloggers who share a passion for social media and connections.

"BonBon Rose Girls is honored to be a part of this event," says Kristin Swenson of the highly acclaimed blog, BonBon Rose Girls. "We're looking forward to interacting with so many bloggers in one place...Blogger Brilliance will be an excellent opportunity for bloggers to acquire tips that will help them enhance aspects of both their personal and professional lives."

Panelists for the event include: Carrie Wildes of Carrie Wildes Photography; Holley Sinn, host of Studio 10 and author of Hollisphere; Holly Hamann of BlogFrog; Jodi Furman of Live FabuLESS; Kristina Medhus of Pretty Shiny Sparkly; Marjorie Harper from HSN; Sasha Ezquerra from Everything Fabulous; and Vahni Georgoulakos from Grit and Glamour.

The agenda will have two separate tracks of interest: "Fashion" and "Foodie." The Fashion Track attendees will attend a fashion show at International Plaza and Bay Street at 1 p.m. as part of an open forum Q&A hosted by "Project Runway" host Tim Gunn. Following the show, the

Fashion Track attendees will enjoy sips and sweets while recharging at Neiman Marcus' blogger lounge. Also, from 2 to 4 p.m., the Foodie Track attendees will enjoy an exclusive foodie experience and tasting with Chef Daniel at Pelagia Trattoria.

The conference will end with a mixer at Gabriella's at 5 p.m., where both Fashion and Foodie Track attendees will meet for light appetizers and drink specials.

Tickets to Blogger Brilliance are \$25 and available online by visiting: www.bloggerbrilliance.com. When purchasing tickets, be sure to select the correct registration track of interest – either "Fashion" or "Foodie."

Visit: www.bloggerbrilliance.com to learn more about Blogger Brilliance.

{ ABOUT BONBON ROSE GIRLS }

BonBon Rose Girls is a blog centered on fashion, decor and everything in between. The blog is operated by Megan, a marketing guru who lives in Annapolis, Md., and Kristin, a passionate fashion lover who lives in Tampa, Fla. Followers of BonBon Rose Girls read posts on Megan and Kristin's favorite topics from fabulous shopping finds, to travel and beyond. For more information, please visit: www.bonbonrosegirls.com.

{ ABOUT WHITE BOOK AGENCY }

White Book Agency is a full-service public relations, marketing, advertising and special events firm based in Tampa Bay. Specializing in media relations, brand identity and cost effective communication strategies, White Book Agency works with businesses, entrepreneurs and media outlets across the country. For more information about the firm, please visit: www.whitebookagency.com.

{ ABOUT TAMPA BAY FASHION WEEK }

Tampa Bay Fashion Week was established in June 2007 with a focus on leveraging the skills and talents of various individuals, and giving back to our communities. While Fashion Weeks are held in numerous cities across the country, Tampa Bay's version differs from other Fashion Week events by including a focus on community involvement. The annual event showcases established and emerging fashion and accessories designers from Tampa Bay and surrounding areas, while recognizing that an individual's sense of style is deeply related to other elements, like the way he/she sees the world we live in and his/her contribution to its overall welfare. Each year Fashion Week Tampa Bay benefits organizations that are committed to the well-being of and service to our world, our children, our health, our future and our dreams. The weeklong event will consist of multiple runway shows, boutique vendor exhibits and fashion-focused activities throughout Tampa Bay. For more information, please visit: www.fashionweektampabay.com.

###