



For Immediate Release:

Production Crew To Film TV Commercials Touting Cleveland Fashion/Beauty Industry

Willoughby- May 16, 2011 - My Song Boutique, Fashion TV Network and Body Magic are pleased to announce the filming date for our television commercial spots promoting the local fashion/beauty industry.

The filming location is My Song Boutique, 37920 Vine Street in The DiVine District area of Downtown Willoughby and is scheduled for Sunday, May 22nd. The production crew will roll in at 9:00am, the shooting will begin at 10:00am and will continue throughout the day. They will be taping several commercials simultaneously that utilize more than 20 area models, Stylists and Makeup Artists.

The producers are featuring Fashion TV Network, My Song Boutique and Body Magic shape wear. Concepts include a Runway Show in which models will be arriving by limousine, back stage styling of the models and a virtual high fashion show. Hair & makeup will be provided by The Studio and other stylists. The finished spots will air on Time Warner cable stations beginning early to mid summer.

"We are excited to be chosen as the shoot location," says Jackie Bertolette, Co-Owner of My Song Boutique.

We're Focusing on promoting fashion in Greater Cleveland," adds JT Thomas, Producer at FashionTvNetwork.com .
"We'll be taking it the next level!"

More information is available by calling My Song Boutique at 440.918.1480.

Contact:

Jackie Bertolette

My Song Boutique

The DiVine District

37920 Vine Street

Willoughby, OH 44094

Jackie@mysongboutique.com

440.918.1480

###