



PAC PUBLIC RELATIONS
EVENTS • FASHION • LIFESTYLE • TECHNOLOGY

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FOR IMMEDIATE RELEASE

SEASON FOUR OF FASHION D'LUX IS BACK AND IS #FIGHTINGFORCHANGE

PAC Public Relations and Team Gu's Announcement for the Summer 2018 Fashion Production

CHARLOTTE, N.C. (April 25, 2018) – Charlotte-based PAC Public Relations is no stranger to throwing high-end, luxury fashion shows with FASHION D'LUX. They're back for a fourth season, but this time there's a twist. They've partnered up with, Team Gu LLC, a Business & Coaching Services Firm recently moving from New York City. The CEO & Founder, Natalie Viglione, created Team Gu to focus on *ideas made to stick* and has developed the recently launched Disrupt Now Coaching Program, which is all about saying no to status quo.

Viglione brought the concept of mixing a fashion show with a conscious-based movement to PAC Public Relations owners, Peter Carey and Josh Anglero. All agreed it's a unique vision and a way to affect greater change in the world and support a movement.

"We loved the concept! The FASHION D'LUX 2018 event will not be *just* a show at all; we're creating, empowering, and driving forward a movement focused on empowerment and equality. We'll be featuring an almost all-male model cast. We are creating something bigger than ourselves and will help move humanity forward." said Carey, Co-Owner of PAC Public Relations and FASHION D'LUX.

This year's FASHION D'LUX show will present an almost all-male model show that is titled *Modern Masculinity, The New Male Warrior*.® The designers and vendors are specially curated to support the movement and philanthropic direction for Season Four.

"We're focused on men that are of Modern Masculinity, and portrays the essence of The New Male Warrior concept. These are men that are fighting for women's empowerment, gender equality, and the elimination of human trafficking. These modern day warriors are fighting for the world to start to release old, unworthy traditions that no longer serve humanity. We are all about disrupting the status quo!" said Viglione, Founder of Team Gu's Disrupt Now Program.

FASHION D'LUX will bring this vision to life July 26 and July 27, 2018 where all can celebrate the New Male Warrior® and support of a show that is delivering a message of harmony and balance into a world that's in need of humans that do not judge, but instead just love!



Lily Pad Haven, Inc.®



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FASHION D'LUX IS BACK FOR A FOURTH SEASON AND IS #FIGHTINGFORCHANGE

Announcement for the Summer 2018 Fashion Production and Philanthropic Event

CHARLOTTE, N.C. (June 21, 2018) – Charlotte-based PAC Public Relations is back for their 4th season of FASHION D'LUX, a high-end fashion event. This year they've decided to shake things up and create a completely new concept. FASHION D'LUX is constantly evolving and looking for ways to partner locally with talented individuals in the creative space.

This year's event is empowering a movement and fighting for change. The theme is *Modern Masculinity: The New Male Warrior*, which has been positioned around Natalie Viglione, Founder of Team Gu and the Disrupt Now Program and Podcast, and her concept of what it means to be a *New Male Warrior*. This is a man that embraces feminine energies as a complement to the masculine and is a "warrior" fighting for the empowerment of women, is driving us towards a future *without* gender inequalities, and is supporting the elimination of human trafficking.

The featured charity partner that the event will be raising money for is Lily Pad Haven, a Charlotte-based nonprofit that provides housing and integrated care for survivors of human trafficking. Since 2011, Lily Pad Haven has provided over 10,000 nights of safe housing to 72 survivors and their children.

"We're incredibly excited! We will feature an almost all-male model cast, and have incredible designers on our runway. We are creating something bigger than ourselves this year and raising awareness around some very important topics," said Peter Carey, Founder of PAC Public Relations and FASHION D'LUX.

"Currently, we exist in a divided world where men and women struggle for balance. What if we lived in a world where genders were equal? What if men and women worked in harmony instead of acting as separate entities fighting for power? This event is to say thanks to the men out there that are the New Male Warriors of today," said Viglione.

FASHION D'LUX will bring this visionary event to life July 27, 2018 at 6pm. For more information and to buy tickets go to www.fashiondlux.com.

About FASHION D'LUX

FASHION D'LUX is a fashion event production company created by Peter Carey, the Owner of PAC Public Relations. Their aim is to ignite and awaken Charlotte's fashion community with luxury brands, couture designers, and curators of all things opulent. www.pacpublicrelations.com | www.fashiondlux.com

About Team Gu and the Disrupt Now Program

Team Gu is an award-winning sales, marketing, and operations consulting and coaching firm. Their ethos is all about disrupting status quo to help people and companies get UNstuck and to get more rooted, connected, and empowered in purpose. They own and operate the Disrupt Now Program and Podcast. www.teamgu.com | www.disruptnowprogram.com



PRESS RELEASE

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FOR IMMEDIATE RELEASE

COMEDIAN VIC DIBITETTO'S "SHADE INTERVENTION" VIRAL VIDEO LAUNCHES RIMFLY'S NEW SUBSCRIPTION SUNGLASS DELIVERY SERVICE

NEW YORK, NY, November 21, 2016 – The sunglass industry has just been revolutionized by RimFly - innovators of a unique subscription-based sunglass delivery service.

By enrolling with RimFly, consumers can now stay ahead of the fashion curve by receiving a pair of cutting-edge sunglasses delivered to their door monthly. With exclusive colors and styles, RimFly subscribers enjoy their own personal sunglass collection which contain choices for almost any activity or occasion.

Designed by a team of eyewear industry veterans with eyes and ears on the pulse of the marketplace, RIMFLY's subscription sunglass delivery service provides consumers with confidence that they are on top of style preference changes in a rapidly evolving market.

In a not to be missed performance launching RimFly's website, the Prince of Social Media Vic DiBitetto's "Shades Intervention" comically demonstrates the risks of allowing your sunglasses to become outdated – risks eliminated by RIMFLY's new subscription sunglass delivery service. To watch the video, [please click here](#).

By adopting elements of the thriving "subscription economy", RimFly is able to offer consumers the latest and greatest in contemporary sunglasses without the high price tag and inconvenience associated with standalone purchases. RimFly subscribers enjoy these benefits without commitment, retaining the ability to cancel at any time.

For more information, visit www.RimFly.com.

ABOUT RIMFLY:

RimFly was founded by a team of eyewear professionals at the forefront of the industry with sales in excess of 100 million frames over the past 20 years. The Company's innovative subscription-based retail sales model delivers exceptional, affordable sunglasses and sunglass-related accessories. RimFly stands behind its products with a 100% replacement guarantee administered by an in-house claims division.

www.RimFly.com



PRESS RELEASE

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FOR IMMEDIATE RELEASE

COMEDIAN VIC DIBITETTO'S "SQUINTASTROPHES" VIRAL VIDEO LAUNCHES P.O.M.'S NEW SUBSCRIPTION READING GLASSES DELIVERY SERVICE

NEW YORK, NY, November 22, 2016 – The reading glass industry has been revolutionized by P.O.M. Eyewear - innovators of a unique subscription-based reader delivery service.

By enrolling, consumers can now have P.O.M. - Peace of Mind – that they will receive a pair of premium “readers” delivered to their door monthly. With exclusive styles, P.O.M. Eyewear subscribers enjoy a new personalized pair each month to ensure they will have magnifying readers when and where they need them.

Designed by a team of eyewear industry veterans that understand the frequency that most adults over 40 require readers, P.O.M. Eyewear’s subscription reading glass delivery service provides consumers with the means to combat normal, age-related loss of near focusing ability.

In a hilarious performance launching P.O.M. Eyewear’s website, the Prince of Social Media Vic DiBietto saves a couple’s marriage from a messy divorce with a little “specs education” – demonstrating how the “Squintastrophes” of looking without seeing can be eliminated by P.O.M.’s new subscription reading glass delivery service. To watch the video, [please click here](#).

By adopting elements of the thriving “subscription economy”, P.O.M. Eyewear is able to offer consumers contemporary and affordable reading glasses without the inconvenience associated with standalone purchases of inferior over-the-counter and drug store readers. P.O.M. Eyewear subscribers enjoy these benefits without commitment, retaining the ability to cancel at any time.

For more information visit www.POMEyewear.com.

ABOUT P.O.M. EYEWEAR:

P.O.M. Eyewear was founded by a team of eyewear professionals at the forefront of the industry with sales in excess of 100 million frames over the past 20 years. The Company’s innovative subscription-based retail sales model delivers exceptional, affordable reading glasses and related accessories. P.O.M. Eyewear stands behind its products with a 100% replacement guarantee administered by an in-house claims division.

www.POMEyewear.com

Dog Trainer and Founder of New Website WhyDoesMyDog.com Shares Her Top Scientific Reasons to Get a Dog PLUS Top Things to Consider Before Bringing Your New Dog Home

It's no secret that dogs are a wonderful addition to our lives and for most dog lovers they are more than just a pet, they are an actual member of the family. But if you think getting a dog just **sounds** like a good idea, Aly DelaCouer, a dog trainer and founder of the new website WhyDoesMyDog.com, is proving that there is actually extensive scientific proof that it truly is a good idea and good for you. Here are just a few of the SCIENTIFIC reasons to get a dog:

- **Your Health:** There is extensive research showing that dog owners are just healthier. The CDC states that dog owners have lower cholesterol and lower blood pressure. Studies show that Children who grow up with dogs are healthier and have less allergies. And dog owners are 34% more likely to get their 150 minutes of exercise per week helping reduce obesity.
- **Your Happiness:** Dogs are known to reduce anxiety, pain and depression. Petting your dog can increase oxytocin or the feel-good hormone and decrease cortisol levels in your brain. Also, dog owners report actually having higher self-esteem and having a much higher bounce back rate after being rejected or broken up with.
- **Healing Powers:** Dogs boost your immune system and will help you recover from illness twice as quickly as you would on your own
- **Matters of the Heart:** A recent survey by Dog trust found that you are 85% more approachable with a dog by your side and 60% of people find dog owners more attractive. Perhaps update your profile picture to include one with your pup!

And while you may not need a million reasons or scientific proof, there are many things you should consider BEFORE you bring a new dog home. Here are just a few:

- **Training: Time & Energy:** Consider the amount of time and energy you have – try to match the dog's breed and age to your energy level and the time you have available
- **Home Sweet Forever Home Environment:** Make sure you have enough space for the breed or size dog. Also think about WHO will be the primary caretaker.
- **Doggie Dollars:** You will need a good vet, groomer and possibly dog walker. Make sure you consider these costs in addition to the basics of feeding and accessories like leashes and beds etc.
- **You Are Saying I Do:** Dogs are a commitment and a responsibility. Consider that they should live with you for the rest of their lives and that you are responsible for helping them be happy and healthy.

Below Are 10 Scientific Reasons to Get a Dog and The Research to Back Them Up:

1. They are good for your heart! According to American Heart Association dogs can help lower your risk of cardiovascular disease ⁽¹⁾. The Center for disease control and prevention, states that dog owners have lower cholesterol and lower blood pressure than non-dog owners. That is worth a lifetime of scooping poop!
2. Dogs are known to reduce anxiety, pain and depression. They have been beneficial in helping deal with Post Traumatic Stress Disorders ⁽²⁾. Miami University offers pet therapy to students to help them with homesickness and depression, especially during finals ⁽³⁾. Unfortunately, insurance does not cover a dose of puppy a day!
3. Research has found that your dog can be trained to sniff out breast and lung cancer just from your breath ⁽⁴⁾!! In another study dogs were able to identify urine from a patient with prostate cancer with 91% accuracy ⁽⁵⁾. Cancer is only one of the few diseases that dogs have been trained to sniff out, so encourage him to use his nose!
4. One study has shown that dog owners are 34% more likely to get their 150 minutes of exercise per week than non-dog owners ⁽⁶⁾. National Institute of Health found that dog owners had a significantly lower rates of obesity and remained active into old age. So thank your dog for being your personal trainer!
5. Petting your dog can increase oxytocin or the feel-good hormone and decrease cortisol levels in your brain ⁽⁷⁾. Some people experienced increased output of endorphins and dopamine after just 5 minutes of being

with their pet. Other research shows that bringing a dog to work can help reduce stress and make the work day better ⁽⁸⁾. Talk to your boss!

6. Dog owners report having higher self-esteem, being more conscientious and having a much higher bounce back rate after being rejected or broken up with. A recent survey by Dog trust found that you are 85% more approachable with a dog by your side and 60% of people find dog owners more attractive. Perhaps update your profile picture to include one with your pup!
7. Research shows children who grew up with pets are 31% healthier and have less allergies than those who lived pet free ⁽⁹⁾. This research suggests that when animals are allowed to bring in more dirt and microbes from outdoors, it helps strengthen baby's immune systems faster. Not to mention that dogs also improve children's self-esteem! Fido is more than a companion to your children.
8. A study done by Goldsmith University shows that dogs show empathetic responses to human distress. It also showed that it did not matter if the person was the dog's owner or not, the dogs shows the same reaction to strangers ⁽¹⁰⁾. They can offer a shoulder to cry on and an ear to listen.
9. Dog owners are just healthier. Smokers reported that they quit when they learned that smoke was harmful to their dog. Dog's keen sense of smell can detect allergens in food, even the tiniest trace of the allergen. Dogs also boost your immune system and help you recover from illness twice as quickly as you would on your own.
10. Dog owners are happier and live longer! Once Fido has reduced your stress levels, your blood pressure and boosted your immune system they can listen all about your recent heartbreak, help you get over it and be able to help you find a new soul mate. All they want in return, food, walks and love!

(1) <http://circ.ahajournals.org/content/early/2013/05/09/CIR.0b013e31829201e1.full.pdf+html>

(2) http://www.ptsd.va.gov/PTSD/public/treatment/cope/dogs_and_ptsd.asp

(3) <http://miamioh.edu/student-life/student-counseling-service/outreach/pet-therapy/index.html>

(4) <http://www.ncbi.nlm.nih.gov/pubmed/16484712>

(5) <http://www.ncbi.nlm.nih.gov/pubmed/20970246>

(6) <http://www.ncbi.nlm.nih.gov/pubmed/21487144>

(7) <http://www.ncbi.nlm.nih.gov/pubmed/22866562>

(8) http://www.sciencedaily.com/releases/2012/03/120330081235.htm?utm_source=rss&utm_medium=rss&utm_campaign=benefits-of-taking-your-dog-to-work-may-not-be-far-fetched

(9) <http://healthland.time.com/2012/07/09/study-why-dogs-and-cats-make-babies-healthier/>

(10) <http://www.gold.ac.uk/news/pressrelease/?releaseID=947>

About Aly DelaCouer & WhyDoesMyDog.com

Aly DelaCouer is a dog trainer and the founder of WhyDoesMyDog.com, a video driven website that delivers bite-sized dog training tips based on current science and research. Aly has studied some of the best animal behaviorists (such as Ian Dunbar, Jean Donaldson and others) and her training methods focus on positive reinforcement and extinction techniques. She tries to see the world through the dog's eyes, and provide practical, intelligent and caring advice for the humans who love them. All of the techniques that WhyDoesMyDog.com presents are based upon sound animal behavior science and the site provides references to authoritative sources so that visitors can learn more.



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FOR IMMEDIATE RELEASE

Team Gu Opens New Headquarters

Award-winning business strategy firm relocates to Charlotte

CHARLOTTE, N.C. (Dec. 4, 2017) – Team Gu, a crew of disruptors and changeologists, officially opened the doors to its Southeastern office today.

After a three-month transition, the business and coaching services boutique has moved all administrative operations from its Brooklyn location, which will continue to serve new and existing clients.

“We decided it was time to disrupt our own path,” said Natalie Viglione, founder and CEO. “Charlotte is steadily growing on all fronts, and we saw an opportunity to not only build Team Gu but also contribute to a vibrant and creative business community.”

The full-service consultancy will continue to provide advisory, strategy, content production and ongoing monthly support around operations, management, marketing and sales services, as well as leadership and team training and coaching clients. Team Gu serves a wide range of technology, entertainment, and other consumer clients. The Hospitality Improvement Team, a subset of the firm, focuses on revamping and restructuring restaurants and other service-based hospitality organizations.

Team Gu’s unique approach of moving clients toward goals through conscious, mindful actions has proven to be an immediate success. In a little less than two years of existence, the company has already earned two Promax BDA Awards for marketing and design and a Best of Brooklyn award for business services.

The firm has clients all over the country, but it will make a concerted effort to establish a base in Charlotte throughout 2018.

“While we’re looking to expand in the South, the new location has reenergized our team and allows us to expand our base of clientele to serve other niche industries specific to Charlotte and the surrounding area such as real estate and construction, textiles and furniture and of course, professional services,” said Andrea Mejia, Director, Research & Operations. “Everyone benefits from the new location.”

About Team Gu

Founded formally in latter 2015, Team Gu LLC is an award-winning business services firm offering consulting, advisory, training and coaching services located in New York City and Charlotte, N.C. A small firm with a BIG mission, Team Gu helps disrupt the status quo in clients’ businesses and personal lives. For more information check out www.teamgu.com or the Disrupt Now program and podcast at www.disruptnowprogram.com.

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