

FOR IMMEDIATE RELEASE:

August 21, 2011
Washington, DC



CONTACT:

Marilynn Deane Mendell
President
WinSpin CIC, Inc.
mmendell@winspincic.com
540.207.4045



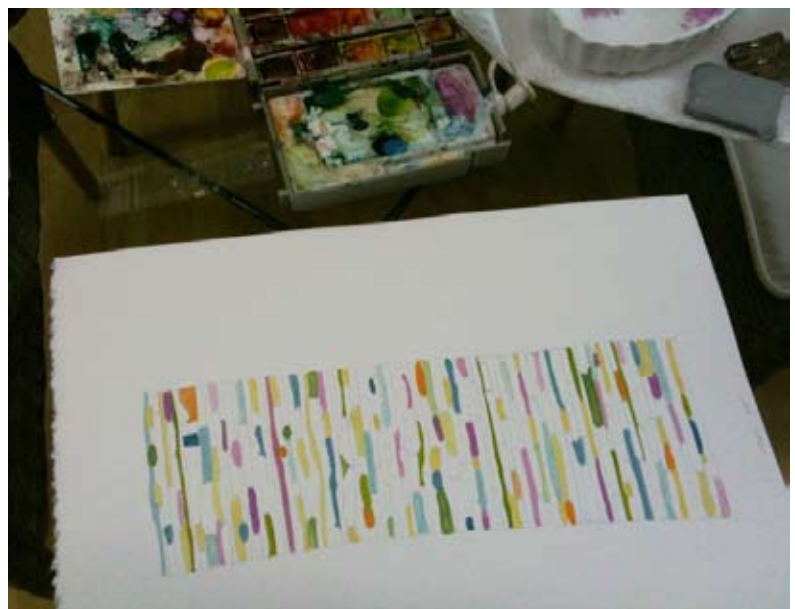
DC ARTIST MARILYNN DEANE MENDELL DESIGNS BOW TIE

- Watercolor artist Marilyn Deane Mendell designed the new “Playland” bow tie just released for sale by Beau Ties Ltd. Of Vermont.
- The design is based on an original watercolor painted by Mendell, inspired by her childhood memories of Hula Hoops, frozen Charleston Chews, sunburns and fireworks while living in Rye, New York.
- This is Mendell’s second design for the company. The light and dark blue stripes of her first tie, “The Fredericksburg,” were inspired by the Rappahannock River that runs through Mendell’s home town of Fredericksburg, Virginia.
- Beau Ties Ltd. Of Vermont, founded by husband and wife team Bill Kenerson and Deb Venman in 1993, sells silk bow ties, neck ties, coordinates and dress shirts for men.
- Mendell is President of marketing and public relations firm WinSpin CIC, Inc., specializing in change management, branding, crisis management, corporate etiquette, and winning ideas.

www.beautiesltd.com



Mendell’s Playland Bow Tie



Mendell’s original watercolor in progress