



# PRESS RELEASE

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## For more information:

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## LocalShops1.com 2nd Birthday Bash Celebration Recognized several Small Businesses all over The Tampa Bay area



Tampa, FL (August 13, 2010) – LocalShops1.com celebrated its second birthday on August 8, 2010, at the Safety Harbor Resort and Spa with the first-ever LS1.com BFF and LS1.com local business awards! More than 100 small business owners from the Tampa, St. Petersburg and Clearwater area showed up to support founder Ester Venouziou's dream of cross promoting and uniting small businesses owners to prosper and support the local economy.

Over a delightful brunch that included everything from croissants to crab legs, attendees were able to network, mingle, participate in a silent auction, and win an array of raffles throughout the day. Business owners were presented with several opportunities with LS1.com partners including WOMbeat!, who offered an entire year of free web concierge services; Phillip Black, who offered free attendance for LocalShops1 members to Monster Mixers Networking events at Ruth Eckerd Hall; and Eat St. Pete! and Florida Flavors Radio Show, which is hosting a local shopping segment sponsored by LocalShops1. It was a day to recognize two years of hard work and dedication on behalf of Venouziou and her team in keeping LocalShops1.com going strong in the community. It was a day to celebrate the individual shop owners for their work and effort. The event was hosted by comedian Pat Largo, formerly of 98 Rock. Speakers included Susan Robertson, marketing director of the St. Petersburg Pier; Phillip Black, social media expert; and Jessica Dwyer, regional director of Groupon Tampa.

And the winners are:

- BFF #1** Dr. Holly Furlong, Clearwater chiropractor
- BFF #2** Linda Evans. pre-K teacher in Tampa



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Winners continued:

- Best new business:** Three Birds Tavern, St. Petersburg. In less than a year, Robin and Jack King transformed a run-down bar into a classy, friendly restaurant and pub. Three Birds is located at 1492 Fourth St. in St. Pete.
- Best established business:** The WriteOne Creative Services, Tampa Deb Kelley and her company prove that a home-based business can thrive by exceeding customer's expectations. The company offers graphic, web design, copy writing and more.
- Most community-minded business:** Illuminated Publishing, Lutz Suzin Carr, past guvna of Lutz, goes out of her way to promote other local businesses. She also is a huge proponent of local charities and frequently donates portion of book sales. The book is illustrated by her son, Chandler, 10.
- \***Best at grassroots marketing:** Intensity Academy, Lutz Instead of spending money on traditional ads, Michele Northrup and Tom Was of Intensity Academy focus on social media and networking. Best tool? The products. Once people try them, they're hooked.

For a full list of nominees, please visit [www.localshops1.com](http://www.localshops1.com) and click on the "blog".



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BFF#1

Dr. Holly Furlong, Ester Venouziou, Pat Largo



BFF#2

Linda Evans, Ester Venouziou, Pat Largo



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Best New Business: Three Birds Tavern  
Robin King, Ester Venouziou, Pat Largo



Best Established Business:  
The WriteOne Creative Services  
Deb Kelly, Ester Venouziou, Pat Largo



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Most Community-Minded Business:

Illuminated Publishing

Susan Carr, Chandler Carr, Ester Venouziou, Pat Largo



Best at Grassroots Marketing:

Intensity Academy

Michele Northrup, Ester Venouziou, Pat Largo