



2031 Main Street  
Akron, Ohio 44333

**For Release after 10 a.m. on Oct. 22**

Media Contact/Day of Event Contact: Alyssa Alexsonshk  
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## **BlingMask™ Releases New Line of Mask Jewelry with an Invitation Only Fashion Show**

*BlingMask™ is an Akron based business that is going to hold an exclusive fashion show to launch a new line of mask jewelry.*

FAIRLAWN, Ohio – Oct. 15, 2021 – BlingMask™ is launching a new jewelry line that provides a variety of functional and decorative accessories to wear with face masks. The face mask jewelry comes in the forms of face mask holders and mask charms. The jewelry is designed to coordinate with other jewelry being worn and a portion of 25% of sales will go to supporting the Red Cross first responders and people who have taken ill with COVID-19.

“For many people, wearing a mask can feel like it interferes with their personal style,” CEO Delia Leon, BlingMask™ founder, said. “We hope that BlingMask™ jewelry will get people excited about protecting their community, and help them to continue to express their style as we move into nearly two years with COVID-19.”

BlingMask™’ mask holders are available in an array of styles ranging from gold chain, silver chain, beaded chain, and leather straps. The mask charms are made to complement the mask holders and give users the chance to tell their story with charms meaningful to them. The scope of products offered can be worn with casual, business, and formal outfits. Prices may vary from depending on size and material with holder prices starting at \$35.99 and charms at \$19.99.

There will be an invitation only BlingMask™ fashion show to launch the new mask jewelry line starting at 10 a.m. on Friday Oct. 22. The show will be held in a socially distanced tented outdoor setting at Cynthia’s Boutique 117 Merz Blvd, Ste 111 in Fairlawn, Ohio 44333.

At the launch there will be more than 20 styles of mask holders and 25 different charm styles showcased. BlingMask™ will also be joined by an already successful line of designer masks. Vaccinated attendees will not be required to wear masks during the outdoor portion of the event, but unvaccinated individuals are asked to continue to wear their masks for the entire event.

Media passes are required for entry to attend this exclusive event. All media attending must send a request to gain a media pass. Media will be able to start equipment set up at 9:00 a.m. on the day of the event. BlingMask™ founder and CEO Delia Leon will be available for interviews before and after the launch. If weather prohibits the event to take place on Oct. 22 at 10 a.m., the event is to be reschedule for Oct. 29 at 10 a.m. at the same Cynthia’s Boutique location.

Press interested in attending the event should contact Alyssa Alexsonshk the media contact person by E-mail at [aja140@uakron.edu](mailto:aja140@uakron.edu) or by phone at 330-309-0075.

### **About BlingMask™**

Founded in 2020 as a response to the COVID-19 pandemic, BlingMask™ specializes in designer masks, mask accessories and mask jewelry, all of which can be purchased online or in several local boutiques in the Akron area. BlingMask™ is a certified Women Owned Small Business (WOSB) <https://blingmaskakron.com>

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## **Media Advisory: Invitation-Only BlingMask™ Jewelry Fashion Show, Tomorrow**

FAIRLAWN, Ohio – Oct. 21, 2021–

**WHAT:** BlingMask™ will be launching a line of jewelry for face masks with an invitation-only fashion show featuring more than 20 styles of mask holder jewelry and 25 mask holder charm styles. Jewelry prices range from \$19.99 to \$75.99.

**WHY:** To reveal BlingMask™'s new jewelry line launch with invitation-only fashion show featuring the products. The products provide a way to stay both safe and stylish while supporting first responders and those sick with COVID-19 because 25% of product sales will be donated to the Red Cross.

**WHO:** BlingMask™ an Akron based mask jewelry business in collaboration with an already successful line of designer masks exhibits a stylish solution for adding flare and identity to masks for fashion forward Akronites. Attendee for the fashion show will be media and invitation-only guests, however BlingMasks™ products are for all interested in staying safe while looking stylish during COVID-19 pandemic. BlingMask™ founder and CEO Delia Leon will be at the event and be available for interviews before and after the event.

**WHERE:** The BlingMask™ fashion show will take place at Cynthia's Boutique 117 Merz Blvd, Ste 111 in Fairlawn, Ohio 44333. The Fashion show will be in an outdoor setting with tents.

**WHEN:** The fashion show will begin at 10 a.m. on Friday Oct. 22. Media may begin equipment set up 1 hour prior to the start of the event. If weather causes cancellation, the rain date will be on Oct. 29 at 10 a.m.

**HOW:** Guests for this event are by invitation-only. For media interested in attending media passes are required for entry. At the event vaccinated individuals are not required to wear a mask during the outdoor portion, and non-vaccinated individuals are asked to wear masks for the entirety of the time attending the event.

**MEDIA INFORMATION:** To obtain media passes contact Alyssa Alexsonshk the media contact person by E-mail at [aja140@uakron.edu](mailto:aja140@uakron.edu) or by phone at 330-309-0075. Any additional information needed prior to the event or on the day of the event can also directed to Alyssa.

**VISUALS:** At the fashion show you can expect to get a first-hand look at BlingMask™'s new mask jewelry line designs as well as experiencing the excitement of the invited guests for the big reveal.

### **About BlingMask™**

Founded in 2020 as a response to the COVID-19 pandemic, BlingMask™ specializes in designer masks, mask accessories and mask jewelry, all of which can be purchased online or in several local boutiques in the Akron area. BlingMask™ is a certified Women Owned Small Business (WOSB) <https://blingmaskakron.com>

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To: ahelms@thebeaconjournal.com

From: aja140@uakron.edu

Subject: BlingMask™ Début New Mask Jewelry Line During an Invite Only Fashion Show Oct 22

Hello April,

I am writing about BlingMask™ an Akron based mask jewelry business and their new jewelry line release. By purchasing a BlingMask™ product buyers, are also helping fight COVID-19. BlingMask™ will be donating 25% of sales from the jewelry sold to Red Cross which will help support our first responders and those suffering from the virus. Because the event features an Akron business and pertains to fashion, it might resonate with your current audience.

Our event features:

- Fashion show takes place on Oct 22, 10 a.m.
- Fashion show location will be at Cynthia's Boutique, 117 Merz Blvd, Ste 111 Fairlawn, Ohio 44333
- The outdoor fashion show features BlingMask™ jewelry
- Jewelry combines style with safety during COVID-19 pandemic
- More than 20 styles of mask holders and 25 styles of mask holder charms

It would be great if you could write a story about the BlingMask™ fashion show to help spread awareness of the new jewelry line and give your audience a first look at the product offerings. I am available for an interview, so please feel free to reach out at your convenience for additional information.

I will follow up within the next 3 days to provide you with any additional resources that you might need.

Thank you,

Alyssa Alexsonshk

Media Contact Person, BlingMask™

Phone: 330-309-0075

(release attached)