

PRIDEFAMILYBRANDS



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FOR IMMEDIATE RELEASE

PRIDE FAMILY BRANDS ANNOUNCES APPOINTMENT OF PR FIRM – LAURIE RUDD PUBLIC RELATIONS

Hollywood, FL -- Pride Family Brands, designers of handcrafted outdoor furniture, announces that it has retained Laurie Rudd of laurie rudd public relations to aid in its public relations efforts for the company on trade and consumer levels.

Rudd will be charged with assisting in the creation of publicity strategies to further market Pride Family Brands and its specialty retailers through promotional venues, as well as trade and consumer media nationwide. "We feel Laurie Rudd's input and enthusiasm with regard to this industry will be an asset to our marketing team and we look forward to working with her," said Jamie Lowsky, CEO of Pride Family Brands. "We believe the association will raise the level of awareness of our products and our story to not only the industry, but on the consumer level also." Pride Family Brands has been a family-owned manufacturer of high quality outdoor furniture for 30 years with distribution nationwide. The added national exposure is planned to heighten brand recognition for the company, its representatives and its extensive dealer network.

For more information about Pride Family Brands and their distinguished lines of outdoor furniture visit www.pridefamilybrands.com or contact 954-735-9800.

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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of outdoor furniture. Innovation, state of the art manufacturing, and superior quality products are the trademark of Pride Family Brands and the reason Pride is recognized as a leader in the casual furniture industry.

About laurie rudd public relations – With over 22 years of experience in publicity, marketing, and promotions, laurie rudd public relations provides businesses with multiple services. Laurie Rudd PR's expertise covers a wide spectrum of businesses with a primary focus on the casual furniture industry including outdoor living, performance textiles, and hearth products.

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