

FOR IMMEDIATE RELEASE

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SheKnows.com chooses Victory Public Relations to help launch  
“**She Knows Where The Other Sock Went**” during NYC Mercedes Benz Fashion  
Week

[www.WheresTheOtherSock.com](http://www.WheresTheOtherSock.com)

**New York, New York (January 31, 2012)** – SheKnows.com, one of the top women’s lifestyle websites, has chosen to partner with Victory Public Relations to launch “SheKnows Where The Other Sock Went,” an exciting charitable campaign benefitting Autism Speaks. The campaign is kicking off with a star-studded celebration on the first Friday of Mercedes Benz Fashion Week at an exclusive New York City location.

The centerpiece of “SheKnows Where The Other Sock Went” is a couture gown crafted entirely from single socks that six-time Grammy Award-winner Toni Braxton will don in a print campaign photographed by Nigel Barker. Michael Costello, star of *Project Runway: All Stars* and *Project Runway* season eight finalist, designed the one-of-a-kind gown; both the gown and the print ad campaign will be unveiled during the launch celebration on February 10, 2012. In the spring the dress will be put to auction; all of the proceeds benefitting Autism Speaks.

“SheKnows Where The Other Sock Went” is a truly imaginative approach to raising awareness for this worthy cause and we are honored to be a part of it. As a health and beauty public relations firm, we have always admired SheKnows, whose mission to empower women is one we share,” says Victory Public Relations founder Andrea Samacicia. “We can think of no better way to launch this powerful campaign than during iconic Fashion Week.”

“We are excited to have Victory Public Relations help with getting the word out and assisting with events for the ‘SheKnows Where The Other Sock Went’ campaign,” says Kyle Cox, General Manager of SheKnows. “The combination of fashion, women, and a charitable endeavor is exactly what SheKnows is looking to bring on and offline for 2012.”

#### **About SheKnows:**

Getting to the heart of what it really means to be a woman, SheKnows ([www.sheknows.com](http://www.sheknows.com)) attracts more than 55 million unique visitors (Google Analytics, April 2011). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is among the most authoritative and comprehensive sources for women ages 18 to 54. SheKnows boasts a stimulating, well- rounded online experience enhanced with a vibrant message board community and captivating blogs in addition to free games.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for women, as well as for the second year in a row SheKnows won the OMMA Award for Web Excellence in 2011 and has been named the No. 1 site for Family, Parenting and Women’s Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Los Angeles with offices in New York, Scottsdale and Chicago. SheKnows is part of AtomicOnline ([www.atomiconline.com](http://www.atomiconline.com)), Evolve Media Corp.’s publishing unit.

#### **About Victory Public Relations**

One of the fastest-growing health and beauty boutique public relations firms based in New York City, Victory Public Relations is where lifestyle, medical, beauty and fitness brands come to get noticed. Victory brings to its clients the industry know-how and professionalism of a large firm with unmatched personalized attention –allowing them to truly shine in today's fast-paced, competitive market.

At Victory Public Relations we are passionate about what we do: positioning our clients in the media's spotlight with well-crafted press releases, engaging events and other creative approaches; creating new bonds and deepening existing ones with influential media; and consistently exceeding expectations. Founder Andrea Samacicia leads a team of talented publicists, event planners, copywriters and social media experts to ensure the messages of Victory PR's clients are heard loud and clear by all the right people.

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