

FOR IMMEDIATE RELEASE



SWIRLL Into Summer:

Downtown Wine Room Transforms Happy Hour Into a Thing of Beauty

Dallas, TX (May 15, 2009) - Swirl Winery & Wine Bar will host *The Pretty Party: Swirl Into Summer* during happy hour on Thursday, June 11th, to kick off the 5th Annual Celebrity Birthday Weekend of host and Dallas' entrepreneur and socialite, **Summer Galvez**. This swanky soiree will feature sought-after make-up artist **Tinnell McIntyre** and Dallas photographer **Jeremy Biggers**, as they capture the true essence and beauty of Dallas' trend seekers amid the elegantly, urban backdrop of Swirl. Guests will be offered exclusive online package pricing to receive professional make-up application immediately prior to their own mini photo shoot, all while getting an intimate taste of Swirl. The chic downtown winery will feature house favorites like the deliciously fruity Symphony and intensely beautiful Italian Amarone throughout the evening, along with cheese and hors d'oeuvres.

The Pretty Party arrives in Dallas after garnering rave reviews for its Mother's Day premier in downtown Houston at the posh In Focus Studios, where they hosted 30 mothers to a full day of glamour. A collaboration between Dallas promotions company **Socially Privileged Entertainment** and Houston event planning firm **Life's Petals**, **The Pretty Party** provides distinct marketing opportunities for local businesses, while targeting and attracting a wide-ranging audience of female consumers. A limited number of prospective sponsors and vendors will be invited to this unique opportunity to offer on-site promotions in this intimate setting.

Interested parties are asked to submit inquiries to Alexia Johnson via email at alexia@lifespets.com. Those wishing to purchase a ticket should RSVP online at www.theprettyparty.com no later than June 8th to reserve a shoot time.

Media Contacts:

Alexia Johnson - Life's Petals - 832.498.7452, alexia@lifespets.com

Summer Galvez - PREnt Media - 469.223.7445, summerg@prentmedia.com



3262 westheimer road,
suite #120
houston, texas 77098
ph: 832.498.7452
fax: 888.380.4476
info@prentmedia.com
www.prentmedia.com