

Cece Feinberg Public Relations Announces Its Representation of the Bodacious Beach Blanket

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Category: [Fashion, Lifestyle, Trends](#)

Press release from: [Cece Feinberg Public Relations](#)

Agency: **Cece Feinberg Public Relations**

NEW YORK, February 4, 2010, Cece Feinberg Public Relations Inc. has retained by the newly patented Bodacious Beach Blanket to create and execute a national public relations campaign.

Cece Feinberg Public Relations will implement an on-going, proactive and focused media relations campaign to ensure the Bodacious Beach Blanket's position as the premier product for summer and beach-related activities.

The agency will increase the brand's presence in print and online media focusing on the Bodacious Beach Blanket's unique features which include: a handle and shoulder carrying strap, two inflatable pillows, water proof pockets for wallets, phones, and ipods, and Velcro corner pockets which allow sand to anchor the blanket.

The public relations campaign begins immediately in January 2010 by introducing members of the lifestyle press to the Bodacious Beach Blanket. The product is everything anyone could need for an incredible day at the beach and is available in multiple colors, including: royal blue, aqua marine, pink, lime green, and yellow. The Bodacious Beach Blanket is fun and practical and makes a great gift for any age.

About Cece Feinberg Public Relations

Cece Feinberg Public Relations is a full-service firm specializing in luxury lifestyle, entertainment and fashion public relations. The agency's clients receive spotlight through editorial placement, high-profile events and creative marketing. With offices in New York and Miami, the rapidly growing firm represents an expanding client roster of established and emerging U.S. and international names.

For further information, please contact Loren Kegler at loren@feinbergpr.com or 212.939.7265

Cece Feinberg Public Relations is a hip boutique agency with offices in New York and Miami. From fabulous fashion to the coolest events, our clients stand out – on the runway, in the press and coveted by the hottest celebrities.

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[You can find this press release here](#)