



PRESS RELEASE: '#ProFresh Twitter Extravaganza' to Help Ferris Students Dress for Success

Betsy L Musolf to: Archive

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Here is a press release about the "#Pro-Fresh Twitter Extravaganza" for Ferris State University students with the West Coast regional director for G by Guess. Questions can be addressed to Sandy Gholston, News Services and Social Media Manager, (231) 591-2021 or sandygholston@ferris.edu.



#ProFresh release.docx

View the release online here: http://www.ferris.edu/HTMLS/news/archive/2013/february/pro_fresh.htm

FOR IMMEDIATE RELEASE: Feb. 4, 2013

'#ProFresh Twitter Extravaganza' to Help Ferris Students Dress for Success

BIG RAPIDS – Ferris State University students can get tips on the freshest workplace fashions during the “#ProFresh Twitter Extravaganza” on Tuesday, Feb. 12 with a regional director of a global fashion brand.

The Student Leadership and Activities Office has partnered with Career Services to host the event with Bree Pastalaniec, G by Guess’ West Coast regional director. The free event starts at 7 p.m. in the Interdisciplinary Resource Center, Room 107.

Pastalaniec, a Canton native and 2004 Western Michigan University graduate, will participate in a live Twitter chat on “ProFresh” attire for the workplace. The chat will be followed by a Skype session to address additional questions. Students are encouraged to dress professionally for the event so Pastalaniec can provide a live critique.

“I had always loved fashion and working with people, so I decided to connect the two,” said Pastalaniec, who worked for Wet Seal and French Connection before landing her current gig in 2010 with the trendy fashion company, a division of Guess.

Tip No. 1: Pastalaniec, who never heads to the office without a well-tailored black blazer, said it “dresses up jeans, can be worn over a dress and pulls any look together.”

Refreshments and door prizes will be provided. For more information, visit the FSU Student Leadership and Activities Office Facebook page:

<https://www.facebook.com/events/124363621069710/>.

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