

PROFESSIONAL *Socialites*

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Houston's Cool New Event Planning Company Hosts "Haute" Launch Party

FOR IMMEDIATE RELEASE

Houston, TX– Professional Socialites, a boutique event planning and public relations firm held their company launch party the evening of August 11, 2009, at the showroom of Houston's premier event design company, [Darryl & Co.](#)

The launch party yielded a turnout of approximately 200 guests throughout the evening. Guests were amazed at the décor – varying from the plush furniture and opulent centerpieces in the main room, to the cool, crystal draped, all-white lounge area. With the paparazzi flashing – three photographers circling the room, and a “crazy photo booth” set up – music from [LG Entertainment's](#) deejays and free-flowing drinks greeted and entertained the who's who of the event industry, brides-to-be, and hosts of others.

“Event planners typically host an open house, lined with sections of 6-foot tables with linens draped over them. You never see a launch party for an event planning company, especially not one like this. We planned this party, to the last detail, because we knew this was our opportunity to reflect our style,” said Crystal Milton, Event Consultant & Creative Director.

In addition to gift bags stuffed with the latest issues of [Houston Brides](#) and [Premier Bride](#) magazines, the guests in attendance were treated to a variety of delectable treats: passed hour d'oeuvres, a fruit and cheese display, a chocolate fountain, mini-cake balls, a candy buffet, specialty cookies, petit fours, cupcakes, a potato-tini bar, and a specialty champagne concoction, “Celebrium”. The main attraction of the evening was the Professional Socialites' cake, designed as a replica of the company's distinct logo, created by [Edible Designs by Jessie](#).

Megan Ford, Event Consultant & Public Relations Director said, “We want to do something in the industry that has never been done before, and what better way to start than with this party? 20 vendors, over 200 guests, and one huge cake – I think we've made an impression.”

Professional Socialites was founded in April 2009 by Crystal Milton and Megan Ford. They saw a void in the event planning industry for fresh, chic consultants, and stepped up to fill that role. In addition to coordination for weddings, social events, and corporate special events, Professional Socialites handles public relations for small business vendors within the special events industry – a previously untapped market in the Houston area.

For more information on Professional Socialites, visit www.professionalsocialites.com

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