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FOR RELEASE

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ChickBait celebrates fourth birthday at Ft. Lauderdale Gift Show

PHOENIX– Aug 23 –Entrepreneurs are known for their persistence and [ChickBait’s Amy Halm](#) is no exception. Staying the course through some tough times has paid off as the “Chief Executive Chick” celebrates her company’s fourth year in business at the [Ft. Lauderdale Gift Show](#) August 28-31.

Halm’s whimsical line of [colorful jewelry](#) made from real fishing gear will be on display at the South Regional Sales booth (#911 and 913) on the main show floor. The show, in its second year at the [Greater Fort Lauderdale/Broward County Convention Center](#), is expected to draw over 2,000 buyers looking for that one-of-a-kind and unique new line that will set their shop apart.

“People kept saying this is the cutest idea, stick with it...”

*Amy Halm,
ChickBait Founder*

South Regional Sales’ Founder Curtis Dorne is enthusiastic about his company’s first time participation in the show. In addition to ChickBait jewelry, he represents some well-known, high quality manufacturers including

[Sailor Bags](#), [USA Pool and Toy](#), Classic Accents, Bullyland and [Ashan Trading and Souvenirs](#).

“The convention center is the perfect location for this show, right on the coast and with all the surrounding amenities and restaurants,” said Dorne. “We’re excited about introducing ChickBait and our other great lines to both new and existing customers.” Dorne has been in the gift business for over 20 years, working with his father in New York City before moving to Florida and starting South Regional Sales. He takes pride in focusing on friendly, personalized service while offering a diverse and reputable series of lines to his clients.

As for ChickBait owner Halm, looking back over the last four years reminds her that business is tough, but “believing in your product is everything. Throughout the economic downturn, people kept saying this is the cutest idea, stick with it,” she said. “Showcasing it to the Florida and Caribbean market should prove that out!”

Halm got the idea for the business one morning on a 4:00 a.m. conference call in a previous job. “The demanding hours, travel and pressure made me want a simpler lifestyle. So I thought of opening a bait shop,” Halm said. “But I knew from my advertising background, I would have to differentiate the product.”

Now Halm thinks she’s differentiated bait “about as far as it can go.” Executives, teenagers and Gen-Yers from New York City to Arizona accessorize with the lightweight and brilliantly-colored earrings. Many don’t know or care that they’re made from lures. Halm is proud that ChickBait is packaged by [handicapped people](#), who enjoy working with the colorful jewelry. And, with retail prices between \$15 and \$20, they make a great impulse buy, Halm says “It’s not Tiffany’s,” she admits. “It’s just for fun.”

About ChickBait

ChickBait® (www.chickbait.com) makes gorgeous jewelry from real fishing gear. Made in the USA and packaged by physically challenged workers, ChickBait is sold online and by retailers in several states and Canada. ChickBait’s line of logo wear includes shirts and hats for the whole family, including babies and dogs. ChickBait is privately owned and headquartered in Phoenix, Arizona.

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