

FOR IMMEDIATE RELEASE

Contact: Amy Halm 602.908.2042

amy@chickbait.com www.chickbait.com



ChickBait Doggie Tank Tops are newest canine fad

“outs” guys who troll with cute dogs

PHOENIX – February 27, 2009 - Sportsmen’s Expo - Admit it, Guys. You use your dog for bait.

Since we know this, we are helping you out by introducing the new [ChickBait](#) Doggie Tank Top for your best friend. Adorned with an eye-catching “OFFICIAL ChickBait” graphic, it will ease that introductory conversation at the coffee shop, outdoor café or dog park.

“I always meet people through my dog, and the ChickBait Doggie Tank Top proved irresistible to chicks during a field test,” said one happy customer who asked to remain anonymous. “Of course, it worked with people of both genders, as everyone wanted the story behind the [ChickBait dog](#),” he added.

The ChickBait Doggie Tank Top, already being worn by chic canines around LA, joins the original ChickBait product line of jewelry made from real fishing gear and logo wear for people. “Nothing says ChickBait like a cute dog,” says Amy Halm, founder and owner of the company. “Hey, if you’ve got it, flaunt it!”

The ChickBait Doggie Tank Top comes in four fashion colors, perfect for the trendy dog that needs variety, or the typical macho dog whose clothes need frequent laundering.

[ChickBait earrings](#) are made from actual fishing lures in sparkly and iridescent colors that always get attention. “We have executives wearing ChickBait to the office and 13-year olds wearing them to dance class,” says Halm. “With all the different colors and styles they are a fashion statement wherever they go.”

ChickBait products will be on display at the International Sportsmen’s Expo, **Booth 740** (<http://www.sportsexpos.com>) this weekend, Feb. 27 – Mar 1, at the University of Phoenix stadium in Glendale, Arizona. There are many new [earring styles](#) for Spring, and some great show specials, too.

-more-

FOR IMMEDIATE RELEASE

Contact: Amy Halm 602.908.2042

amy@chickbait.com www.chickbait.com

About ChickBait

ChickBait manufactures jewelry from actual fishing gear as well as logo apparel for the entire family (even the dog!) ChickBait products can be found at [stores](#) from New York City to Arizona. The products are packaged by physically challenged people, who enjoy working with the colorful jewelry. ChickBait was founded in 2006 and is based in Phoenix.

www.chickbait.com

#



Steve, a chic French Bulldog from LA, struts his stuff in his ChickBait Doggie Tank Top.