



Shadow Fire Promotions, Inc.

"Your Chicago Source for Wrestling"

PRESS RELEASE

1 MARCH 2018

SHADOW FIRE PROMOTIONS, INC.™ "YOUR CHICAGO SOURCE FOR WRESTLING"™

FOR IMMEDIATE RELEASE

Shadow Fire Promotions, Inc. is proud to announce our newest hire, Ms. Samantha Zeffert, of "Brand My Band", who has been nominated to the post of Marketing Director.

Ms. Zeffert, casually known as "Lollipop", a nickname given her by Exposé singer Gioia Bruno for her colourful hair, has been in the brand recognition and music marketing business for more than 25 years, working with names such as Kid Rock, Wicked Maraya, and Roy Avery, among others. She also has created t-shirt designs for Original GLOW Girl, Hollywood.

In addition to her work with outside music stars, she has worked with her own company, Brand My Band, since 2002, a company specialising in branding and marketing of musical acts. She also has a company called "Magic Logos". Ms. Zeffert is a recording artist on her own, releasing several CDs under her own independent music label, Lil' Chaos Records. She is also a dance/hip-hop recording artist in her own right, performing under the name SammiZ. Several of her singles can be downloaded via Amazon or iTunes, and receive radio airplay, as well.

We hope Ms. Zeffert's work in music can also assist us in our Shadow Fire Promotions Music, Movies, N' More Division, featuring non-wrestling, non-Mixed Martial Arts books, music, movies, magazines, and similar media products.

A long-time wrestling fan, she was first exposed to Shadow Fire Promotions, Inc. during the second "AfterGLOW Fan Party At Sea" Cruise, where she was interviewed by President Gregory Dennis for the Shadow Fire Promotions Podcast - Front Row Ringside, all of which are available on iTunes at <https://itunes.apple.com/us/podcast/shadow-fire-promotions-podcast-front-row-ringside/id1008849404?mt=2> or on our Official YouTube Channel, youtube.com/sfpincchicago. She was also the designer and producer for the Official "AfterGLOW Fan Party At Sea 2018" t-shirts.

She also has formed a partnership with original "GLOW Girl" (from the Gorgeous Ladies of Wrestling) MTV, aka Melody Trouble Vixen, to market a craft beer called "Two Fat Chicks Tropical Craft Beer".

P.O. Box 2746 • Chicago, IL 60690 • 847.489.2087 • sfpincchicago.com



Shadow Fire Promotions, Inc.

"Your Chicago Source for Wrestling"

Outside of wrestling and music, you can spot Ms. Zeffert at various horror film and comicbook conventions, and her love for the comics industry will also enable her to work with our Shadow Fire Promotions Comics Division.

Now, Ms. Zeffert brings her considerable marketing experience to Shadow Fire Promotions, Inc. Ms. Zeffert will report directly to President Dennis, and we look forward to her ideas and contributions to this company, as well as a cooperation with Ms. Zeffert's other wholly-owned companies to further expand our own brand.

Ms. Zeffert can be reached via email at szeffert@sfpincchicago.com

Please join us in welcoming Ms. Zeffert to Shadow Fire Promotions, Inc.

--

Shadow Fire Promotions, Inc.

"Your Chicago Source For Wrestling"™

Visit us on the web at <http://www.sfpincchicago.com>

Post to our message board at <http://www.sfpincchicago.com/boards>

Catalogue updates: <http://groups.yahoo.com/group/SFPCatalog>

Facebook: <http://www.facebook.com/sfpincchicago>

Twitter: <http://www.twitter.com/sfpincchicago>

Yahoo Messenger: [sfpincchicago2003](https://messenger.yahoo.com/sfpincchicago2003)

Google+: Shadow Fire Promotions, Inc.

Skype (IM only): [sfpincchicago@hotmail.com](https://www.skype.com/username/sfpincchicago@hotmail.com)

P.O. Box 2746

Chicago, IL 60690

(847) 489-2087