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## FACE IT AMERICA YOUR "BLONDICAPPED™"!

*Blondes Unite to Promote "Blonde Awareness"*

**NEW ORLEANS, LA — March 2, 2003** — Blondes will be marching today in the French Quarter on Bourbon Street in front of The [Old Absinthe House](#) at 2:00 for Blonde Awareness.

We are here to show you that it is truly a "Blonde World;" you're just in it!

Being blonde has its ups and downs. On the one hand, blondes seem to enjoy special privileges and status in our society; yet, at the same time, there persists the myth of the ditzy "dumb blonde." But whichever way you look at it, one thing is for certain - for good or for bad, it's safe to say that the whole world seems to be fascinated with blondes - to the point where we've all become a little bit "Blondicapped™!"

The concept of "Blondicapped™" celebrates all that is blonde in the world. It is a social statement that acknowledges the humor and fun associated with just being blonde. We embrace our "blondeness" and invite you to come join us today to flaunt your golden locks and laugh along with us as we remain "true to our roots."

Founded in 2002, **Blon D Media LLC** is the worldwide leader in blonde awareness and the creator of **Blondicapped™**... The company offers a wide range of products and services designed to empower blondes — around the world.

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**For more information:**

Betsy Brewer, (214) 392-1550, [betsy@blondicapped.com](mailto:betsy@blondicapped.com)

**For more information on Blondicapped:**

<http://www.blondicapped.com/>

