

CONTACT: KRISTIN JOYCE, Global Marketing ~ Communications (M) +1 941.928.0550 (E) kj@blueskycreates.us

FIFI O'NEILL'S ROMANTIC NOTIONS FOR VALENTINE'S DAY:

Five Prairie Style-Inspired Valentine Projects

SARASOTA, FL., January 28, 2015 -- Fifi O'Neill has earned a novel international reputation for her authority developing prairie style. She is an executive editor overseeing several successful, magazines including her latest, <u>Prairie Style</u>, <u>The New American Country</u>. She holds increasing renown over the years as a talented stylist who often creates prairie style editorial for dozens of other publications. She attracts a fan base in upwards of 2 million to her *chezfifi* blog and has written three illustrative books -- her best-seller, *Romantic Prairie Style* (Cico Books, 2011), *The Romantic Prairie Cookbook* (Cico Books, 2012) and her most recent, *Prairie Style Weddings* (released December 2014, Chronicle Books).

Fift's heart shows in everything she creates. Her work continually captures an enduring connection to natural beauty, hand-crafting, rustic to refined elegance, and the aura of nostalgia and romance. This single-most accomplished editor, photo stylist, blogger and best-selling author imparts a vision that is authentic, universal, and especially romantic.

This Valentine's Day, Fifi's five favorite *Romantic Notions* offer expertise for devising endearing, affordable and easy, do-it-yourself projects for gift-giving and décor. Visit www.fifioneillprairiestyle.com and click to "PROJECTS" for exact how to instructions to create any one of these:

Prairie Style Wire and Lace Heart

These are perfect to adorn a special entry, to decorate a party chair, or simple to give and hang anywhere as a special "thinking of you" gift from the heart.

2

Prairie Style Wall Vase

Craft this handsome wall vase to up-cycle an old canning jar, combine with an old leather strap, a simple block of recycled wood, and of course, the prettiest bouquet of "Be My Valentine" flowers.

3

L-O-V-E Green Moss Letters

Spell out your heartfelt sentiments for all to see. Stylize actual "L-O-V-E" letters into beautiful wall hangings with dry grapevine, twine, green moss, and even add delicate silk flowers.

4

Put A Ring On It

Curate special old velvet ribbons, favorite pieces of antique fabrics, add baubles, rhinestones, buttons and craft a Valentine's dinner set of homemade napkin rings to dazzle and delight.

5

Prairie Style Keepsake Centerpiece

Repurpose favorite paper memorabilia to create a unique personalized keepsake. Transform a garden terra-cotta flowerpot with decoupage layers of personal photos, greeting cards, even old love letters.

#