

Work sample: Meredith Hunt
Client: Lucky Breaks
Press release for new business announcement (2009)

Contact: Joan Tanis
Lucky Breaks™
www.luckybreaks.com
Phone: (248) 761 - 5230

The logo for Lucky Breaks™ is displayed in white text on a solid black rectangular background. The text is in a bold, sans-serif font.

PRESS RELEASE

Tough economic times call for Lucky Breaks™.

Birmingham, MI September 2009:

We all need a lucky break sometimes. For Joan Tanis, it took bad news to get hers: a layoff from her job of 11 years as a national trainer for The Estee Lauder Companies. Tanis decided to use her experience in business and sales at the Fortune 500 company to start a candy business. The name of her company, Lucky Breaks™, has a double meaning. The colorful, hard candies look like shards of broken glass, and she makes them near Detroit, a place that could benefit from some economic luck.

Tanis began making the candies several years ago as holiday gifts; they became so popular that friends began to request them even when it wasn't holiday season. When she got laid off in May, Tanis thought about what she wanted to do next. With two small children, she wanted to travel less. She knew it would be tough to find another job in Detroit, and she had always dreamed of her own business.

Hence, Lucky Breaks™ was born. But owning a business and being closer to her family fulfilled only part of her dreams. Tanis has volunteered for youth and animal organizations, and she established a dog park in her neighborhood. As a way to give back to her community, Tanis decided that her business would give back part of its profits to [Gleaners Community Food Bank](#) as a way to support the struggling Detroit economy. "I always have liked helping people, but I didn't know how to do that most effectively. Lucky Breaks™ enables me to give back to the community, see my family more, and create a delicious product that makes people happy."

For Release September 2009
