

HARTMAN MEDIA GROUP

MOBILE PRODUCTION VEHICLE (MPV) LAUNCHED BY STYLIST SHELLEY RUSH Mobile 40' Hair & Make Up Trailer Owned by Professional Image Consultants

Tampa, FL – April 23, 2008 – Shelley Rush, Owner and President of PROFESSIONAL IMAGE CONSULTANTS (PIC), announces that the wheels are rolling on the 40-foot Mobile Production Vehicle (MPV) now available for television, film and other location productions. “We recognized the market need for a complete mobile production vehicle while working on countless onsite and in-studio tv and film productions,” stated Shelley who has an acclaimed 15-year career in professional make-up artistry.

Shelley is noted as a leader in her industry having built a team of nearly two dozen licensed hair and make-up artists working under her PIC banner. Providing services for clients to include film, television and a 24-hour network shopping facility, Shelley has a reputation for maintaining high quality and artist consistency in a business that operates on tough deadlines and often in less than ideal settings.

“We’ve definitely met our challenges in the application of beautiful make-up in cramped, high-traffic areas,” laughs Shelley who admits she’s finished many a production dreaming of a Los Angeles-quality, professional make-up trailer. “Now we have it!” she adds.

The 40-foot long trailer is beautifully appointed with 13 foot ceilings and includes a lounge area, full kitchen for craft services, complete bathroom with shower, and separate production office. Beauty services are provided in a 12’ x 8’ salon with two make-up stations and a sink and has state-of-the-art creature comforts that include 3 flat screen Sat-Televisions and Mobile Internet “Hotspot”. The unit is completely self-supporting with a 5500 Kilowatt generator, 100 gallons of fresh water and provides comfort and privacy in a one-stop production facility for talent.

“The Florida production community will welcome this production support facility,” says Director Al Footnick who often hires Shelley for high-profile productions. “Often the talent is forced to sit outside or find space on a crowded set. The PIC vehicle will enable producers to allocate a specific and professionally designed area for hair and make-up in a fully contained unit that will keep them fresh and ready and equally important – in one place.”

Shelley and Professional Image Consultants are planning to roll out at least two more Mobile Production Vehicles (MPV) this year in Florida with future expansion throughout the Southeast.

For an online tour visit www.PROF-IMAGE.COM or call 727/725-7771.

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