



## **My"it"Things Kicks Off Contest to Find Best Fashion Article; Will Award \$3000 for Best Posting**

*Five Fashion Experts Signed On As Contest Judges*

New York, NY, October 20, 2007 --(PR.com)-- <http://MyItThings.com>, an online magazine featuring user-generated content in a variety of pop culture subjects, including: fashion, entertainment, technology, body and home, announced today the kick off of a contest to find the best fashion related article.

My"it"Things (<http://myitthings.com>) will award the contributor with the best article \$3,000, in a contest judged by five fashion experts and trendsetters: Andrae Gonzalo (Fashion Designer, "Project Runway" Season 2), Hilary Rosenman & Barri Budin, (Fashion Designers behind "Madison Harding"), Gala Darling (Writer, Cosmopolitan, GalaDarling.com) and Stephanie Lichten ("Tim Gunn's Guide to Style"). To submit your article, please visit <http://MyItThings.com/contest>.

Contributors are encouraged to write as many articles as they want. Articles can be about anything fashion related, including: favorite look, outfit, designer or style. MyItThings.com provides an avenue for trendsetters and fashionistas to become contributors to an online magazine, while taking blogging to the next level. Some additional unique aspects of the online magazine include:

- o The platform - MyItThings.com is the ultimate platform for bloggers - journalists of the 21st century. While blogging was once about having a personal diary, today's bloggers are bringing the news, setting the trends and have a loyal following.
- o The community - MyItThings.com gives the power to the community. In the spirit of Internet democracy, where everyone can contribute, there is no more separation between the media and the masses.
- o The format - MyItThings.com takes publishing to the next level, by combining the visual language of print publications with the dynamic functionality of Web 2.0

"My"it"Things is the premiere destination for fashion and style aficionados, that are in the know about the hottest products and trends," said Yuli Ziv, Co-Founder & Editor-In-Chief of MyItThings. "Our readers rely on MyItThings to be their style bible, and our celebrity judges are looking forward to reading all of the submissions to identify the hottest fashion look or trend."

About My"it"Things

My"it"Things is a network for user generated trends. Its online magazine features user-generated content in a variety of pop culture subjects including entertainment, technology fashion, body and home. All content is written by users and published daily by magazine editors. MyItThings.com was developed by 2 Brains Media LLC, a New York based, privately-funded Web 2.0 company.

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