



For more information, contact
Ashley Carter, Sweeney Media Group
acarter@sweeneymediagroup.com
(972) 335-3330

Media Alert:
**Celebrate Plum Crazy's First Anniversary with Fabulous Discounts and a
FarmHouse Fresh Trunk Show!**

(Frisco, Texas) April 13, 2009 – Plum Crazy, a specialty boutique located at [The Shops at Starwood](#) in Frisco, will celebrate their first anniversary the week of April 13-17 with deeply discounted merchandise and in-store promotions. In honor of their paper anniversary, all paper products are 20% off and the store's first 30 shoppers will receive free note cards with purchase.

The week's events will conclude with a [FarmHouse Fresh](#) Trunk Show on Friday, April 17, from 1-3 p.m. FarmHouse Fresh, based locally in Frisco, offers handmade skincare and beauty products and gifts that are known to please even the finickiest of friends. Their luscious products were even featured on Oprah Winfrey's O List in the March 2007 issue of The Oprah Magazine.

For more information on Plum Crazy's First Anniversary Sale, please visit www.plumcrazyonline.com or contact Plum Crazy's owner Melissa Hudson at (972) 377-9097. Plum Crazy is located at

Editor's Note – Images Available Upon Request

ABOUT PLUM CRAZY: Plum Crazy, provides stylish and practical solutions for living, giving, and entertaining. A destination gift shopping heaven, Plum Crazy offers the perfect gift for baby, graduation, anniversary, wedding, birthday, you name it! Along with show-stopping furniture pieces, unique home accents and gourmet gifts, Plum Crazy is known for exquisite gift wrap for items purchased in the store or elsewhere. Some of the luxury lines available Vietri, Beatriz Ball, MOR Cosmetics, Casafina, Bella Fiore, Seda France, Fortunata, Caspari, Toss, Jan Barboglio, Aidan Gray, and many more. Plum Crazy is owned by local Frisco resident and creative, Melissa Hudson.

ABOUT THE SHOPS AT STARWOOD: Just north of Dallas of the Dallas North Tollway at Lebanon is an oasis of "cool" at The Shops of Starwood, is an award winning, mixed use lifestyle development for those who have discerning taste and enjoy an authentic lifestyle. Pedestrian plazas, water feature and heavy ornamental landscaping make it distinctive and elegant. The Shops at Starwood is "home" to many including Bonnie Ruth's Café, Kotta Sushi Lounge, Learning Express, Piccomolo Ice Cream Celebration, Starwood Nails, green peridot Aveda lifestyle salon, Little Heiress, DFW Diamond Design Studio, It's A Grind Coffeehouse, The Cupcakery, Plum Crazy, Mattress Logix, Petra Mexican Restaurant, TruFire Kitchen & Bar, The Gent's Place Fine Men's Grooming and Pappagallo's Women's Classiques. The Shops at Starwood is a development by Hermansen Land Development, Inc based in Dallas, TX. www.theshopsatstarwood.com