



**FOR IMMEDIATE RELEASE  
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**Contact:** Jennifer Parks  
**Rose+Moser+Allyn Public and Online Relations**  
**Cell:** 480.495.3806  
**Email:** [JParks@RoseMoserAllynPR.com](mailto:JParks@RoseMoserAllynPR.com)

**Update on Light Rail Controversy...**

**My Sister's Closet, Well Suited and My Sister's Attic  
Ads Back on Track After Valley Metro Gives the Green  
Light and Approves 'Get Tied Up' Ad**

*Valley Metro CEO Approved Concept after Receiving CEO's New Ad and Letter*

**Get Tied Up**

shopwellsuited.com



**(PHOENIX)** – [My Sister's Closet, Well Suited and My Sister's Attic](#) will be riding the rails as of September, 2015 after the CEO of Valley Metro accepted an alternative ad called 'Get Tied Up' to replace the 'Make a **Butty Call**' ad that city officials called "sexually offensive."

Valley Metro CEO Stephen Banta approved and informed Ann Siner, CEO and founder of Eco-Chic Consignments of the decision via letter late Monday, following Siner's press conference yesterday where she told reporters of her plans to appeal and go before the Valley Metro Board of Directors meeting on May 21<sup>st</sup>.

"This was a good solution and it shows you can have your voice heard," said Siner. "We are elated that Valley Metro has agreed to let the playful and creative advertisements for My Sister's Closet, Well Suited and My Sister's Attic be equally represented on Phoenix Light Rail."

Valley Metro officials had originally banned 3 out of 4 of ads for the sister owned designer consignment shops. Then last week after Siner's story made headlines and the public rallied to the company's side, officials re-considered and partially reversed its decision, banning only 1 out 4 ads that were scheduled to run aboard Light Rail this summer.

The fashionably funny double entendre ad campaign designed by Valley based Decibel Blue, will start in September and is scheduled to run for 10 months. Riders can expect to see the slogans **'Wanted: One Night Stand,' 'Buy a Bigger Chest'** and **'Sell Your Sole'** and **'Get Tied Up'** as they ride the rails.

The ad campaign is expected to bring an estimated \$60,000 in advertising revenue for the light rail system.

To set-up an interview with Siner or to get more information about My Sister's Closet, Well Suited and My Sister's Attic please contact Jennifer Parks at [Jparks@RoseMoserAllynPR.com](mailto:Jparks@RoseMoserAllynPR.com) or by calling 480.495.3806.

**About My Sister's Closet and Eco-Chic Consignment:**

Eco-Chic Consignments, Inc. is a family of three high-end designer consignment concepts—My Sister's Closet (women), My Sister's Attic (home furnishings) and Well Suited (men). Each store sells consigned items at 60 – 90% below retail value. Founded more than 20 years ago, Eco-Chic Consignments, Inc. has since grown into a \$25+ million business with 15 locations in some of the nicest neighborhoods of Arizona and California. The company ranked no. 2,896 on the Inc. 5000 list. To learn more about Eco-Chic Consignments, Inc. and its resale brands, visit [mysisterscloset.com](http://mysisterscloset.com).

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