

Pretty - and Big Too! ©

BACKGROUND

...because my size is my asset- not my flaw!



About “Pretty - and Big Too!” ©

Pretty - and Big Too! © is not just a blog. It is a movement and a revolution! Our main goals are to change how young women of size view themselves by providing a platform in which our readers can relate. We encourage our readers to rise above what the cultures perceives us as through showcasing hidden gems of fashionable plus attire, motivational posts and features regarding the issues that are swept under the rug in the plus community, health and fitness tips, and much more to change how the world views us as whole, one blog post and heart at a time.

Our goal is to provide REAL role models and influential figures in the plus size community to encourage and inspire our readers. “Through this blog, I want to put the ‘plus,’ back in ‘plus size’,” says founder, BriTTany Mo’Cha. “Pretty - and Big Too! © allows our readers the space and comfort to be themselves!”

Pretty- and Big Too! © does not promote obesity or unhealthy lifestyles, as we promote fitness and health awareness by providing health and fitness tips from professionals for our audience. We are an advocate for you being a size that is most

healthy for you! Most importantly, we want our readers to be confident in their skin and realize just how beautiful they really are.

Partnerships

Pretty - and Big Too! © was created to showcase where young plus size ladies and women can find fashion styles that are on trend from stores, boutiques, designers and personal styling techniques. We cater to all types of looks including causal, professional, formal, athletic, sexy and chic.



Our mission is to find the clothing that you may not be able to find in the current plus size stores or are limited selections.

We seek to partner with brands, boutiques, designers and stylists who cater to the plus size community by showcasing their brands through advertising, bookings, collaborations, photo shoots, partnerships and features on the site, boosting their visibility and more to our audience.



Upcoming Projects

BriTTany has started a movement and a revolution to give confidence to young women by stepping out to do various shoot campaigns in 2014 titled “Putting The PLUS Back In!,” where she has partnered with a stylist to create an array of styles, that illustrate contemporary

fashion for young full-figured ladies. Since BriTTany falls within a younger demographic and has a vast following, she found it important to publicly showcase to her target audience, as well as to the industry, that young plus size ladies not only have people to follow who are just like them, but can be inspired to be comfortable in their own skin. The campaign will run throughout all of 2014.

Out of this, Pretty – and Big Too! © was birthed and thrives on the motto, “...because my size is my asset, not my flaw!,” seeking to inspire the Pretty – and Big Too! © audience to feel the same through various posts about the issues we face and how to conquer them, where to find and how to create the styles we desire to wear, but have trouble finding, being the most healthy you with health and fitness tips, and featuring women of size who are shining stars in their respective industries. It is BriTTany’s goal to unite us, strengthen us, empower us and then change the world.

Pretty - and Big Too! © will release its first official blog post under its’ “Soap Box” section on Wednesday March 19th titled “You’re Pretty for a Big Girl!”, discussing what just might be one of the most frequent things people say to women of size without realizing the impact of its’ insult. For March’s Fashion and Beauty “On Display” feature, we will be presenting attire from plus size boutique Juicy Xpressions in Miami, FL. Also in March, we will have a feature on some motivational health and fitness tips from Personal Trainer Denzel Jackson under our “Size Me Up” health and fitness section. Last but not least, we will be showcasing our very first Pretty- and Big Too! © “Starlit”, Actress, Singer, Writer and Voiceover Artist, Tamara Eldridge under our “Center Stage”

section, where we highlight plus size ladies in entertainment and other industries who are excelling and making a difference. We invite all of the Pretty - and Big Too! © community to celebrate the birth of our site, as we start a much needed Plus Revolution that is long overdue. Join The Curve and support Pretty- and Big Too!

Additional Information

For more information, press, booking and more, please email info@delanemmg.com or go to www.prettyandbigtoo.com. Like us on Facebook at www.facebook.com/prettyandbigtoo and follow us on Pintrest at www.pinterest.com/prettyandbigtoo. Also, follow us on Twitter @prettyandbigtoo and on Instagram @brittanymocha.

"Pretty- and Big Too!"[©]

NEWS RELEASE

...because my size is my asset- not my flaw!

Media Contact: Antoinette Minor, Flawless Forless PR
flawlessforless@gmail.com
484-469-8496

FOR IMMEDIATE RELEASE

BriTTany Mo'Cha Inspires Plus Size Community in Manik Magazine

PHILADELPHIA (Mar. 2014) – Founder of Pretty - and Big Too! [©], BriTTany Mo'Cha will be featured in the March 2014 issue of Manik Magazine. The article will feature wardrobe styling by fashion stylist Regina Bella of Refasbished Love, and will specifically feature the "Pretty - and Big Too!" [©] March "On Display" boutique, Juicy Xpressions of Miami, FL. All images were photographed by Aaron Stallworth Photography.

Pretty - and Big Too! [©] caters to plus size young ladies who wish to be fashionable by featuring plus size clothing lines to achieve today's on trend looks. BriTTany Mo'Cha stepped to the forefront as the face of a movement to model the looks so many plus size young women want to wear; by putting her fear and doubts aside and instead, becoming and making the change that she and so many others have been longing to see. By being featured in Manik Magazine, BriTTany hopes to inspire others to follow their dreams, to have the confidence to be anything they desire, while looking and feeling great doing it, all through the platform of Pretty- and Big Too! [©].

"I was always told I should model, and I never felt it was something I would take on. Then with the dwindling or the "true" plus size model and women of size as representations, it just wasn't something I was interested in having to 'become'," says Mo'Cha. "Over the years God placed it in my heart to model and it became so heavy that I listened and stepped out on faith to not be a model, but a "plus inspirer" in all ways

possible for the young girls who are of size and do not have many depictions of people who are just like them. I both believe and know there is a world of young girls who need what I am seeking to provide and I will do my very best to showcase what has been missing in our community, by inspiring them through the site to look fashionable while doing everything they desire in the world, all with confidence, style and class.”

Created in 2014, after her first to “Putting the PLUS Back In!” campaign shoots, Pretty - and Big Too! © is not just a blog - it’s a movement and a revolution! Our main goals are to change how young women of size view themselves by providing a platform in which our readers can relate. We encourage our readers to rise above through various weekly categorized features, with the goal to change how the world views us, but also how we view ourselves, one blog post and heart at a time.

For more information or to partner with, Pretty - and Big Too! © or BriTTany Mo’Cha, email info@delanemmg.com. For booking or media inquiries please contact Antoinette Minor at flawlessforless@gmail.com.

Follow Pretty - and Big Too! © on Twitter @PrettyandBigToo, on Instagram @brittanymocha and like, Pretty - and Big Too! © on Facebook.

###

Pretty - and Big Too! ©

PROFILE

...because my size is my asset- not my flaw!

BriTTany Mo'Cha

Founder of Pretty – and Big Too! © - A Plus Revolution

BriTTany Mo'Cha is the Founder of Pretty - and Big Too! © and Director of Media Operations for deLane' Media & Management Group, LLC, as well as a noted writer and publicist. Primarily known from her writings as a newspaper and magazine journalist, she gained her experience covering hard, soft and breaking news, events,



entertainment, music and fashion. Throughout her career, BriTTany Mo'Cha was always told she had an entrepreneurial spirit, which has pushed her to become the boss of her own abilities.

BriTTany graduated *Magna Cum Laude* from Temple University, with two degrees in Journalism and Political Science. After graduating, she immediately moved to New York and worked with many talents during her time between New York and Philadelphia. Her work includes corresponding and assisting in producing the television show of Cathleen Williams, "I'm Just Saying," on Time Warner Television. BriTTany has also worked

with the hit recording group The Astronauts to co-write and produce the first/original Music Video for their hit song on the airways, "Super, Crazy, Dumb Stupid" (produced by Pace-O Beats, featuring Gillie Da Kid, Rock Steezy, Mont Brown and Daddy-O) that aired on MTV.

After the success of her projects, BriTTany decided it was time to put her and her team's array of talents under one umbrella and founded deLane' Media & Management Group, LLC (formerly known as BEYOND Media Group), a boutique entertainment public relations and media firm. BriTTany's best work is her role as the publicist of the late Plus Size Super Model, Mia Amber Davis Yard, and continues to work with entertainers and lifestyle brands.

The youngest of three daughters, BriTTany currently works in digital media, and travels running her business, as well as Pretty - and Big Too! ©- a Plus Revolution, and her "Putting The PLUS Back In!" campaign. BriTTany plans to create her own plus size clothing line and include a modeling and image consulting division to her company in the future. She remains a passionate advocate for the plus size community and the initiative to feel confident no matter your size!

BriTTany Mo'Cha for Pretty - and Big Too! © - A Plus Revolution

Email: info@delanemmg.com

Website: www.prettyandbigtoo.com

www.facebook.com/PrettyandBigToo

www.pinterest.com/PrettyandBigToo

[www.twitter.com/PrettyandBigToo](https://twitter.com/PrettyandBigToo) --- @prettyandbigtoo

www.instagram.com/brittanymocha --- @btittanymocha