

# *Tales From a Bar Stool*



Media Kit

2011

*What's your Tale?*

*[www.talesfromabarstool.com](http://www.talesfromabarstool.com)*

## About us.

Tales from a Bar Stool is a popular lifestyle blog written by two anonymous girls, which acts as an inspirational guide for men and women on how to live life to the fullest by being *fun, fabulous, sassy and bold*. We write Tales highlighting social interactions based on our experiences at parties, bars and events in Vancouver and around the world, while delivering our lessons learned at the end of each Tale. In addition, we provide in-depth reviews of events, products and establishments, and interviews of those who inspire us in an easy-to-read and sassy format. Our Tales are quirky, honest, and, we've been told, inspiring.

### SA

#### *Co-Editor-in-Chief*

SA has been telling tall tales for most of her life. Writing has been a form of expression for her since she was a little girl, which is evident in her stack of juicy journals dating back to 1993. SA managed to dodge the relationship bullet throughout her 20's and just can't seem to give up her independence yet. She is up for anything, believing that life must be full of experiences, both good and bad, each leading to some form of inspiration and lesson. She loves to travel and wants to see and do everything the world offers. Ultimately, SA wants to go through life with a smile on her face, constantly pinching herself to make sure she's not dreaming. SA has a Bachelor of Commerce degree and currently works in a creative marketing environment until writing and traveling can become full-time passions.



### WT

#### *Co-Editor-in-Chief*

WT can usually be found at the beach, sangria in one hand, book in the other. She loves to laugh, have fun and is always up for the next adventure. Independence is the name of her game, and she's always trying to figure out how to have the best possible time in life. Having been in a relationship for most of her 20's, WT is now ready to discover herself and the world. WT is an old soul and is looking for the same in her next mate. One can never have too many friends and WT surrounds herself with them. Not content with leading a traditional life, she would rather wander the world searching for inspiration. WT holds a Bachelor of Business Administration, which she applies at her far too serious corporate job until she can be free to explore the world.



## Our tales.

Have you ever had one of those nights where you go, “Did that actually just happen?” So have we. It seems like almost every time we leave our apartments for another night out, we come home with a tale to tell. Our evenings are often interspersed with impromptu dance parties, VIP events, bottles of bubbles appearing before us, celebrities crossing our well-heeled paths, and lovers both old and new making cameos.

It was after one ridiculous evening in 2008 that we decided we had to share, and not just with our closest friends, but with whoever would listen, or in this case, read.

Tales from a Bar Stool was born to help men and women maneuver through the various obstacles of socializing, dating and relationships by providing our readers with the lessons we learned from each of our experiences.

We encourage our readers to live life without regrets, while being fun, fabulous, sassy and bold.

*Our tales span the globe:* Los Angeles, New York, Miami, Paris, London, Prague, Italy, Melbourne, Thailand, Morocco, Brazil, Mexico

*Celebrities enter our radars:* Leonardo DiCaprio, Josh Hartnett, Kellan Lutz, Robert Pattinson, Jeremy Piven, Lindsay Lohan, Lauren Conrad, NKOTB



## Our accomplishments.

- ~ Partnership with **The Province Newspaper** in Vancouver has led to several in-print articles and an exclusive blog on their online newspaper component.
- ~ Invitations line our inbox from **luxury hotels** in North America and Europe to experience a stay with them and subsequently write a **travel review**.
- ~ Cited as **“nightlife gurus”** and a **“juicy read”** from Vitamin V’s Daily Dose.
- ~ Labeled as **“social experts”** by The Province Newspaper.
- ~ **Written articles** for Glowbal Collection Insider, The Snipe News, Vancity Buzz, Winnie Cooper, Tingle.
- ~ Requests to cover **events** such as the **Vancouver International Film Festival, Live at Squamish, Osoyoos Celebrity Wine Festival, Thoroughbred Day at the Races, Miss Abigail’s Guide to Dating** (a play in New York City), numerous restaurant and bar openings, and promotional parties.
- ~ **Sponsorships** have been struck with Tingle (a mobile dating app) and Ishara (a Vancouver boutique).
- ~ Conducted **interviews** with local restaurateurs, Canadian musicians, Hollywood actors, sassy burlesque dancers, travel gurus, sex therapists and film producers.
- ~ **Followed on Twitter by Jimmy Fallon and Ryan Gosling.**

The screenshot shows a travel section from 'The Province' newspaper. The main headline is 'Fun, flirty and fabulous in L.A.' with a sub-headline 'CITY OF ANGELS: Sunny skies, sandy beaches and sizzling nightlife closer than you think'. Below this is a photo of a woman holding a martini glass. To the right, there's a 'Stress-free golfing' article snippet. At the bottom, there's an advertisement for 'Oceanfront Island Living...Victoria, BC' and 'next to Brentwood Bay Resort'.

The screenshot shows the cover of 'The Insider' magazine, part of 'The Global Collection'. The cover features a woman in a white dress holding a champagne glass. Below the cover, there's a text block: 'THE SASSY DUO THAT IS TALES FROM A BAR STOOL RECENTLY ATTENDED THE GRAPEJUICE EVENT HELD AT SOCIETY DINING LOUNGE. THE INSIDER GIVES YOU A BEHIND THE SCENES LOOK AT A GLOBAL COLLECTION EVENT. FROM A TALES POINT OF VIEW...'. Below this is a small article snippet starting with 'D... what would our lives be without grapejuice? The featured variety, that is. This time around, we combined a good cause with one of our favorite beverages and attended Grapejuice, a wine auction for Big Sister of the Lower Mainland held at the Global...'. To the right, there's another snippet: 'Group's Society Dining Lounge. Grapejuice is a yearly event organized by Corinne McNeill Group of Companies and McNeill Holistic Recruitment Group to raise awareness and funds for Big Sister, while sipping delicious wine from Marquis Wine Cellars. As we entered the event, we immediately noticed the abundance of well-dressed businessmen, including one donning a coat and thick rimmed spectacles. We were itching to know what his story was - perhaps a cigar connoisseur or antique furniture huffer. The women of the event were equally gorgeous and we couldn't help but compliment a few on their outfits. Honestly Grapejuice, you're really starting to step up your game on the life front. We made our way upstairs to sample an array of wine from Marquis Wine Cellars, here, we

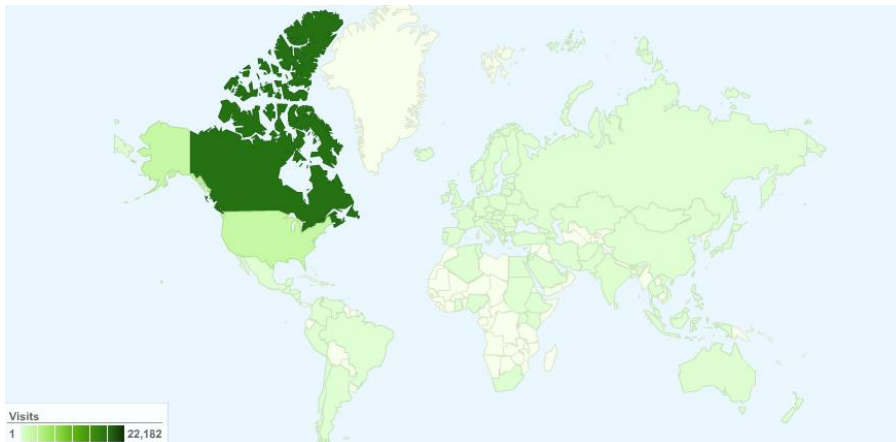
## What's next.

We are open to discussing any opportunities that are presented to us.  
*Freelance. Event coverage. Advertisement. Travel. Syndication. Books. Film. TV. Action figures.*  
 You get the picture...

## The numbers.

As of September 2011.

- ~ More than **130 Tales** published (plus a few that are just too racy to make public), and over **10 Interviews** conducted.
- ~ **2,550 Twitter** followers and a **Klout** ranking of **57**.
- ~ **350 Facebook** fans.
- ~ Website statistics (monthly average year-to-date): **1,842 unique visitors**; **10,992 pageviews**.
- ~ Visitors from **109 countries**.



## Contact us.

For more information, please email us at [info@talesfromabarstool.com](mailto:info@talesfromabarstool.com).

Website: [talesfromabarstool.com](http://talesfromabarstool.com)

Twitter: [@talesfromabar](https://twitter.com/talesfromabar)

Facebook: [facebook.com/talesfromabarstool](https://facebook.com/talesfromabarstool)

The Province: [blogs.theprovince.com/author/talesfromabar](http://blogs.theprovince.com/author/talesfromabar)