

The logo consists of the word "kelston" written in a cursive, handwritten style in black ink.

## FOR IMMEDIATE RELEASE

**Contact: Robert Warren**

Marketer

972-464-6900

rjwarren@student.fullsail.edu

### **Kelston Marketing Hosts First Annual Ribbon-Cutting to Unveil FREE Business Development Workshops in Southlake Community**

**Southlake, TX, September 14, 2025** – Kelston Marketing – a local marketing agency – is hosting its first annual ribbon cutting at its Southlake location, open to the entire community, on Saturday, September 20, 2025, at 1:00 p.m. to reveal free development workshops, designed exclusively for local entrepreneurs and small to mid-sized business owners.



The ribbon cutting celebration will include live music, free popcorn, juice, a surprise guest and interactive community activities helping attendees understand what branding is. With the celebration open to all, Kelston hopes to equip local businesses with tools through free workshops to get more in touch with the community through actionable engagement strategies.

“I am excited to have an event bringing the Southlake community together to learn about branding -- and with free treats. What better way than that?”, says James Fester, a local Southlake business owner, “This is a great way for businesses and the Southlake community to get to meet one another.”

Participants of the events for the community will get to play games like logo matching and fake business logo painting. There will also be opportunities to learn about hashtags and networking at the event. Attendees will also have opportunities to get special discounts on some of Kelston’s product offerings.

## **About Company Name:**

Kelston Marketing is a Southlake, TX based marketing agency specializing in branding, web optimization, copywriting and SEO tactics for entrepreneurs/small-mid sized businesses. Founded by Stephanie Cross, with 15+ years of branding experience, Kelston aims to create lasting consumer value without the need for PPC. At Kelston, luxury lifestyle national or DFW brands create stories that last.

**For more information about Kelston Marketin, please visit**  
**[www.KelstonMarketing.com](http://www.KelstonMarketing.com)**

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**Goal of the release:** The goal of this release is to announce Kelston's first annual ribbon cutting and free business development workshops aimed to get businesses more engaged with the community.

**Keyword focus:** Kelston Marketing, Ribbon Cutting, Southlake, Entrepreneurs, Businesses, Free Food, Free Workshop, Free Business Workshop

**Distribution channels:** My Southlake News, City of Southlake, Southlake Style, northeastnews.com, KDFW, Kelston IG/LI, Southlake Facebook Groups

## **Any additional notes:**

- Event is open to media publication coverage
- Ribbon cutting event is open to the community
- Free workshops are only open to Southlake entrepreneurs and Southlake small-mid sized businesses
- Free popcorn/juice will be available until it runs out
- Great opportunity for Southlake businesses and the Southlake community to meet one another
- If any additional information is needed feel free to reach out

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Notes for Professor John Reneski:

Hello, here are my references:

- prnewswire. (n.d.). *How to Write Press Releases: Best Practices for Content that Gets Found & Shared*. SlideShare. <https://www.slideshare.net/slideshow/how-to-write-press-releases-best-practices-for-content-that-gets-found-shared/54838346>
- Dragilev, D. (2023, November 17). *How to Write an Amazing Company Boilerplate in 2022 [w/ Templates]*. Criminally Prolific. <https://www.criminallyprolific.com/company-boilerplate/>
- *About Kelston Marketing | Dallas Marketing and Branding Studio — Kelston | Marketing and Branding Studio in Southlake, TX.* (n.d.). Kelston | Marketing and Branding Studio in Southlake, TX. <https://www.kelstonmarketing.com/about>
- (Picture) Canva. (n.d.). *Canva: Visual suite for everyone.* <https://www.canva.com/>

- DeVault, M., & Haygood-Taylor, A. (2022, November 16). 20 press release examples by type (& why they work). *Fit Small Business*. <https://fitsmallbusiness.com/press-release-examples/>
- *SpyFu - Competitor keyword research tools for Google Ads PPC & SEO*. (n.d.-e). SpyFu. <https://www.spyfu.com/>
- *Google Search*.  
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