

**ANNOUNCING THE FIRST EVER LIVE BC FASHION WEEK
COVERAGE: The Conveyor Belt, Vancouver's Online Fashion &
Lifestyle Magazine and Blog, covers BC Fashion Week.**

March 27, 2008 -- Vancouver, BC: Local online style and fashion magazine *The Conveyor Belt* [www.theconveyorbelt.com] is proud to announce an exclusive partnership with BC Fashion Week. *The Conveyor Belt* will provide immediate online coverage and photographs of the fashion events taking place March 31 through April 4. Readers will find post-show commentary by Terri Potratz and Pariya Kaligi on the designers and their collections, and make-up artist Carleen McLeod will remark on the season's hair and beauty trends.

The Conveyor Belt is also offering re-printable rights of BC Fashion Week coverage to recognized media outlets. All inquires can be directed to Terri Potratz.

Meet our contributors:

Terri Potratz has been a freelance fashion writer for nearly two years, contributing to local and international publications. She has also worked as a stylist and costumer for film, television and editorial photo shoots. Terri is the editor and publisher of *The Conveyor Belt* and is dedicated to raising the profile of Vancouver style within the global fashion community.

Pariya Kaligi, public relations consultant and published writer has been involved with the Vancouver fashion scene on various levels. Through her social column "Social Seen," published in Make-it-Business Magazine, she has documented fashion events and productions throughout the city of Vancouver. In addition to her journalistic coverage of the fashion industry, Pariya has also provided Public Relations consultation for numerous fashion shows and industry events.

Carleen McLeod is an experienced make-up artist and accomplished in a variety of roles, including make-up for film and television, editorial photo shoots, music videos, and live events. She is also an accredited teacher and will harness all of these skills to provide *The Conveyor Belt* readers with realistic how-to techniques to achieve beautiful runway style.

About *The Conveyor Belt*

The Conveyor Belt is an online magazine with a plethora of articles on fashion and style for men and women, fashion show photography, interviews and event listings in Vancouver, BC. Terri Potratz utilizes a blog format as a publishing module, which allows her to incorporate a more intimate connection with the site's readers. *The Conveyor Belt* receives several hundred visits a day, a number which continues to grow at an exponential rate.

For further information, or to request an interview, please contact Terri Potratz at 604.644.7612, or p.terri@gmail.com.