



"Come follow me," Jesus said, "and I will make you fishers of men." Mark 1:17

For release: August 24, 2006

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New use for an old product: this chief executive chick wears bait to work

"How could you feed this to a fish?" she asks.

DENVER (August 24) They glisten and dangle and make you look twice. They're made from colorful sparkles, feathers and faux fur. Seemingly intelligent men use them to catch fish. But Amy Halm has a better idea. She wears them.

Called ChickBait™, they're the lures and flies used to hook fish. Halm has found they also hook people. She converted them to earrings and fashioned bracelets from snap swivels. They are becoming a big hit with people who have a flair for the unique.

"I wear them to parties and people want to buy them right out of my ears and off my wrists," says Halm. "They're conversation starters. They are just plain fun to wear."

Halm got the idea for the fashion statement one morning during a four a.m. conference call at her former job. "I was so tired of the travel, the 24/7 demands of working for a global company. I wanted to do something lighthearted and creative," she said. But there is more to the story.

She says the name ChickBait was "kind of a divine inspiration." Since the name seemed to come from above, she added a Bible verse to the theme. Mark 1:17 says, "Come, follow me," Jesus said, "and I will make you fishers of men." Although Halm says some people are amused at the possible double meaning, the verse is a serious mandate given to Christians.

"Jesus instructed his followers to go out and spread the good news, and this product opens doors to many conversations. If people ask about the Bible verse, I have a chance to share my faith with them," Halm says.

In addition to the earrings and bracelets, ChickBait products include logo caps and shirts. They can be found at ChickBait.com.

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