

# *Cookies by Joey* *for all occasions*

## FOR IMMEDIATE RELEASE

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## **Chicago gourmet cookie company included in OSCAR® Nominee 2011 Gift Bags**

Wheeling, IL—Cookies by Joey is playing with a new friend, OSCAR®, and will provide a taste of heaven to all the Academy Award Nominees at this year's 83<sup>rd</sup> annual ceremony on February 27, 2011.

Taste buds at the biggest movie event of the year will receive their “award” after sampling Cookies by Joey’s pure decadence. These gourmet treats were chosen to be included in the Oscars Gift Bags that are provided by Lash Fary, founder of Distinctive Assets, an LA-based entertainment marketing company who has been producing the impressive Nominee gift bags for nine years.

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A rave review from Distinctive Asset's Director Sales and Marketing, Cybele Parsignault, begins, "In doing high profile gifts for high profile celebs for the past decade, we've come across a lot of fantastic upscale dessert companies. Cookies by Joey is, bar none, the best cookies you will ever eat and we are delighted to be able to introduce the brand to this year's OSCAR® Nominees." Parsignault continues, "They have a cookie option for everyone like their unique Chocolate Almond Crunch and Chewy Chocolate Toffee and the presentation is beautiful. One bite into any of them and you'll never eat any other brand again."

Being a part of the Academy Award celebration is just one of the recent accolades Cookies by Joey has received. This rapidly growing, nation-wide company also was invited to participate in the October 2010 Holiday Lookbook, a special event showcasing the newest "in" products of the season that is held in New York for media and press personnel only. Afterward, Examiner.com New York, Lyra Mag, Sisterly Savings and other media outlets gave glowing reviews about the product's great taste, all natural ingredients and beautiful packaging.

Churning out warm cookies goes hand in hand with the company's warm heart, as Cookies by Joey is involved with various charitable organizations including Children's Oncology Services, Inc.(COSI), Clearbrook, Integrative Touch for Kids, Juvenile Diabetes Foundation and more. Cookies by Joey proudly donates a portion of its profits to Food for Orphans.

Cookies by Joey was founded in 2008 by Chicago native Joanne Sherman, affectionately known as "Joey." An 18-year-old single mom in 1988, Joey always baked from scratch for her son which led to the creation of her first signature cookie flavor, "Classic Chocolate Chip."

Family and friends fortunate enough to enjoy Joey's cookies encouraged her to share the amazing delicacies with the world. Ever since, Joey has been astounding people with her ability to re-invent "the cookie." *Today the world is a happier place now that everyone can enjoy the delicious craze of Cookies by Joey.*

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*This Gift Bag has no affiliation with A.M.P.A.S or any official Academy Awards gift bag.*