

Leading Urban Fashion Retailer, Jimmy Jazz Launches Promotion for Notorious B.I.G. Biopic, Notorious

BROOKLYN, N.Y., Jan. 12 (SEND2PRESS NEWSWIRE) – Jimmy Jazz, a leading urban fashion retailer, has recently announced a special promotion for the January 16th theatrical release of Notorious, a biopic about the late Notorious B.I.G. “Involving our chain of Jimmy Jazz stores for the promotion of Notorious is the best possible way to start 2009,” stated Jimmy Jazz Founder, Jimmy Khezrie. “Not only is Notorious a musical legend, he was born and raised in the borough of Brooklyn-home to our first store over 20 years ago. This is a win for Jimmy Jazz and most importantly... our customers.”



To celebrate the release of the film, all 60 Jimmy Jazz stores will include in-store signage promoting a grand prize giveaway. The contest, which will run from the 5th to the 19th of January, will grant 1 grand prize winner a \$500 Jimmy Jazz gift card and a Notorious prize pack, which will include 2 free movie tickets, signed movie poster by Jamal “Gravy” Woolard (actor who portrays The Notorious B.I.G.), soundtrack, and more.

In addition, 5 lucky runner-ups will each receive a pair of Notorious movie tickets. Participants may enter at any Jimmy Jazz location or on line at JimmyJazz.com.

Contest Link: surveymonkey.com/s.aspx?sm=0gem0y_2fS0o4y_2fuXx926TiA_3d_3d

NOTORIOUS Theatrical Trailer and Soundtrack Spot (Videos):
www.youtube.com/notorioustv

Concluding the promotion, Jamal “Gravy” Woolard will make an in-store appearance at the 520 Fulton Street Jimmy Jazz location in Brooklyn, New York on the 23rd of January between 2:30-4:00 p.m. Jimmy Jazz shoppers will have the opportunity to meet the star of the movie and receive a autographed poster by Jamal.

Aside from special promotions, Jimmy Jazz is also prepping for the launch of its first e-commerce site, which will debut in the spring of 2009. The company promises to bring in-demand fashion brands to its web store, while keeping its online shoppers connected with the latest lifestyle content.

For a Jimmy Jazz location near you, please visit, jimmyjazz.com/stores.

About Jimmy Jazz

Based in Brooklyn, New York, Jimmy Jazz stores are well known throughout the eastern United States for over 20 years. They offer uniquely inspired original urban fashion, accessories and shoes with high energy and style.

Stores feature premier lifestyle brands including Ed Hardy, Laguna Beach, Timberland, Monarchy, Adidas Originals, Creative Recreation and DC Shoes, to name a few. They receive merchandise daily from vendors who are creating the hottest styles and colors, providing an ever-changing showcase of the newest fashion available for men, women, and kids.

For more information and further details, please visit the Jimmy Jazz website at www.JimmyJazz.com.

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**WIN A \$500
JIMMY JAZZ GIFT CARD**
AND A NOTORIOUS PRIZE PACK INCLUDING
2 FREE MOVIE TICKETS, MOVIE POSTER, SOUNDTRACK & MORE.
A LIMITED NUMBER OF PRIZES WILL BE GIVEN. A MOVIE POSTER AND A PAIR OF TICKETS TO THE MOVIE
ARE PRIZES OF VARYING VALUE.

NOTORIOUS
in theaters 01.16.09
www.notorious09.com

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