



For Immediate Release  
Contact: Christa Sorauf  
Show Cell Phone: 864-430-9728  
Booth 2554

### **Friends and Creative Directors Launch Product Lines to Help Women Connect in New Ways**

**GREENVILLE, SC** — The women behind the new Connexions™ product line were unfulfilled. Although the three friends and mothers found that technology provided more ways for them to connect, they were always looking for products to help them connect in more fun, creative and meaningful ways. All three women had transitioned from stay-at-home moms to working moms. Their children were in school and for the first time in years, they actually had time to grab a cup of coffee, meet for lunch or enjoy a girls' night out. However, when they couldn't find products that helped facilitate their connections or ones that accurately reflected their place in life as 30-something and 40-something women, wives and mothers, the advertising creative directors decided to create their own.

The partners, Christa Sorauf, Lesley Johnson and Stacey Massengale, are launching the new Connexions product line at the National Stationery Show. The trio wanted to develop creative, hip and functional products that give women new ways to connect and nurture their friendships. Connexions™ is spelled with two XXs to represent the XX chromosome of women and the power and importance of their friendships.

"It's our connections with our friends that have helped us make the most of our lives and laugh along the way," said Sorauf. "The new lines reflect this voice, sense of humor and place in life. The product line was especially created for the target market by women in the target market." The current lines include 50 products that will be soon expanded to over 300 in the next three years.

— more —

**131 Falls St. • Suite 101 • Greenville, SC • 29601 • 866.527.4258**

The women found that the best way to create products was simply to think about what was missing in their own lives. For example, they noticed that if women don't have a business card, they often have to write down plans on an old receipt or scrap of paper they find on the bottom of their purse. Connexions Cards™ provides women with a creative and functional way to make plans for coffee, shopping, dinner, play dates, weekend getaways and more. Each Connexions Cards set contains 25 "mini-invites" packaged with a pencil in a convenient tin and are available in four editions: Hip Chicks, Party Girls, Babes with Babes and Reckless Housewives. The product retails for \$9.00.

While listening to friends grumble about waiting in carpool lines, packing perfectly nutritious lunches and keeping immaculately clean houses, the idea for their new Suburban Myths™ line was born. The colorful new line is a tongue-in-cheek look at the reality and lifestyle behind the picture perfect white fences of suburbia. The line includes greeting cards, notepads, coffee mugs and t-shirts and is priced from \$6.00 to \$24.00.

After one too many nights of playing Bunco and having interesting conversations interrupted by an annoying bell, the partners decided to create their own game that would better facilitate conversations and interaction. The result is Connexions Chatagories™. The new game includes 10 Connexions Chatagories cards with 10 questions on each card. The questions range from lighthearted to thought provoking and touch on women's common shared experiences from high school and careers to weddings and motherhood and more. It's designed to be played at a neighborhood get together or a girls' weekend getaway. Each game includes 10 Connexions Chatagories cards, answers pads, pencils and even cocktail glasses with sayings such as "Loose Lipper Sipper" and "No You Did Not." Connexions Chatagories games retail for \$24.00.

Sorauf, Johnson and Massengale are close friends, neighbors and advertising professionals who have worked with each other for over fifteen years. In 2003, Sorauf and Johnson launched their first product line, 52 Card Pick Up®, instant messaging cards for singles that is now sold nationwide. In 2005, the three women formed Connexions, Inc., to bring their stationery line to market. Massengale is a mother of twins, a boy and girl, who are in fourth grade. Johnson is mother of two girls, who are in first and third grade. Sorauf is mother of one son who is in kindergarten.

For additional information about Connexions, Inc., or to view the entire product line, please visit [www.makeconnexions.com](http://www.makeconnexions.com).

**131 Falls St. • Suite 101 • Greenville, SC • 29601 • 866.527.4258**



## FACT SHEET

### **What is Connexions™?**

A new product line designed to help women connect and nurture their friendships. The line was created by three friends and advertising professionals who have worked together for over fifteen years. Connexions is spelled with two XXs to represent the XX chromosome of women and their inherent strengths and bonds. "It's our connections with our friends that have helped us make the most of our lives and laugh along the way. These new lines reflect this voice, sense of humor and place in life," said Sorauf.

### **What products are featured in the Connexions product line?**

Currently, the product line features:

- Connexions Cards — a new type of calling card to make plans
- Connexions Chatagories — a new game designed for girls' night out or in
- Connexions Stationery — fun and functional note pads

Additionally, the line also includes Suburban Myths™ — a colorful, tongue-in-cheek look at the reality behind the picture perfect white fences of suburbia.

### **The Suburban Myths product line includes:**

- Suburban Myths Greeting Cards
- Suburban Myths T-shirts
- Suburban Myths Coffee Mugs

The product lines will be expanded to include over 300 products in the next three years.

### **Where can I find Connexions and Suburban Myths products?**

Connexions and Suburban Myths products are available online at [www.makeconnexions.com](http://www.makeconnexions.com) and will soon be available through specialty retailers.

### **How can I get more information on Connexions and Suburban Myths?**

For press kits, product samples and interviews, please contact:

Christa Sorauf

Connexions, Inc.

New York Stationery Show Booth #2554

Phone: 864.430.9728

Email: [thinkingcapone@charter.net](mailto:thinkingcapone@charter.net)

[www.makeconnexions.com](http://www.makeconnexions.com)

131 Falls St. • Suite 101 • Greenville, SC • 29601 • 866.527.4258



**Christa Sorauf  
Principal**

Christa Sorauf is an award-winning creative director and copywriter with over fifteen years of experience. Upon graduating cum laude from the University of South Carolina with a double major in advertising and marketing, Sorauf worked at Brains on Fire, in Greenville, South Carolina as a freelance art director and writer.

After a successful tenure at Brains on Fire, Sorauf was hired by Erwin-Penland, a \$100 million agency, as a copywriter and broadcast producer. Over the next two years, Sorauf was promoted to associate creative director, where she was responsible for creative development and execution of client advertising.



In 1996, Sorauf left Erwin-Penland Advertising to start her family and Thinking Cap, Inc., a boutique advertising agency. In 1998, she partnered with Stacey Massengale to form a freelance creative team for regional and national clients.

In 2002, Lesley Johnson joined Thinking Cap, and the team launched their first product, 52 Card Pick Up®, which are instant messaging cards for singles. In 2005, Sorauf and Johnson partnered again with Stacey Massengale to establish Connexions, Inc. Today, Sorauf serves as a principal and creative director for the company.

In her career thus far, Sorauf has received over 40 Local and National Addys, 3 Tellys and 4 National Achievement Awards from the American Advertising Federation including the National Winner for Public Service. Sorauf is active in the community, and has served on the board of the Greenville Ad Club, the Sexual Trauma Center, Prince of Peace Church, Greenville Tech Marketing Advisory Board and as volunteer tutor for the Greenville Literacy Association.

131 Falls St. • Suite 101 • Greenville, SC • 29601 • 866.527.4258



**Lesley Johnson**  
**Principal**

Lesley Johnson has over 15 years experience in business development in the advertising and marketing industry. Upon graduation from Clemson University in Clemson, South Carolina, with a Bachelor of Science degree in economics and a marketing minor, Johnson was hired by *The Greenville News*, in Greenville, South Carolina as a sales representative in retail display advertising.

After a successful two years with *The Greenville News*, Johnson joined The Visual Marketing Group, an advertising agency owned by Stacey Massengale, as new business development manager. During her career with The Visual Marketing Group, Johnson helped to grow the agency's business by securing new corporate clients.



In 1994, Johnson was hired by TVP Studios, a film and video production facility, as director of marketing and business development. After Johnson had her first daughter, she left her position when her husband was transferred to North Carolina.

In 2002, Johnson returned to Greenville and joined Thinking Cap, Inc., as a principal and copywriter. Today, Johnson serves as a principal and business development director for Connexions, Inc.

Johnson is also active in the community serving as a Sunday school teacher for John Knox Church and as co-chair of hospitality and SEEDS leader for Mitchell Road Elementary School.

131 Falls St. • Suite 101 • Greenville, SC • 29601 • 866.527.4258



**Stacey Massengale  
Principal**

Stacey Massengale is an award-winning creative director and designer with more than twenty years of experience in marketing and advertising communications. Upon graduating from Appalachian State University in North Carolina with a degree in advertising and commercial design, Massengale joined Advertising Design Systems as a graphic artist.

After several successful years at Advertising Design Systems, Massengale went on to the position of advertising director for Johnson Development Corporation in Myrtle Beach, South Carolina. After moving back to Greenville, South Carolina from Myrtle Beach, Massengale was hired as advertising director for Visual Publications.



When Visual Publications expanded and changed its name in 1989 to The Visual Marketing Group, Massengale was made a partner and the creative director. Massengale's responsibilities included the development of visual communications and marketing programs for more than 100 corporate clients.

In 1996, Massengale left the Visual Marketing Group to stay at home with her twins. In 1998, she partnered with Sorauf as a freelance creative team. Today, Massengale is a principal and creative director for Connexions Inc. In her career thus far, Massengale has won more than 45 Addy Awards and has received Special Judges Awards and Awards of Excellence from the PICA Awards. She is a mother of twins and serves in various volunteer positions for their school.

131 Falls St. • Suite 101 • Greenville, SC • 29601 • 866.527.4258