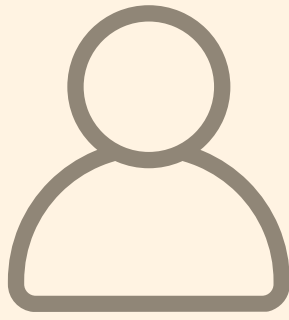


JUNE 2025

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Portfolio



Clients

COMPTON'S SOUP COMPANY

- NewsRelease

S U M M E R F R I D A Y S

- Feature Story
- Email Pitch

Walgreens

- Position Paper



- Crisis Statement



COMPTON'S SOUP COMPANY

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COMPTON'S SOUP ACQUIRES AWARD-WINNING MAMA ROSA'S FOR \$78 MILLION

BALTIMORE (June 6, 2025) – Compton's Soup Company announced today its \$78 million acquisition of Mama Rosa's Frozen Foods, a top-rated brand with five consecutive FoodNews awards. While currently distributed only in the eastern U.S., Mama Rosa's is set to expand nationally and internationally under Compton's leadership, without compromising its commitment to quality.

To support its ambitious expansion plans, Compton's will invest \$45 million to enhance Mama Rosa's manufacturing operations in Buffalo, N.Y., while shifting corporate functions to its headquarters in Baltimore. The company also sees strong growth potential in Mama Rosa's recently introduced line of low-fat frozen dinners, Mama Rosa's *Dieta*, which is expected to boost profits by 20%. Independent consumer tests found the new line to be superior in both taste and quality compared to competing products.

"We're delighted to acquire another company with a reputation for high quality foods," said Compton's founder, David Compton. "Mama Rosa's reputation as a premium producer in the frozen food market will be a shining new jewel in the Compton's crown."

Rooted in collaboration, the acquisition brings together two respected names in the food industry. David Risco, Chief Operating Officer of Mama Rosa's, will transition into the role of Vice President of Compton's Mama Rosa's subsidiary. The company also announced that none of Mama Rosa's 1,700 current employees will lose their jobs. 300 new positions are expected to be added to the manufacturing operations over the next two years.

To learn more about Compton's and Mama Rosa's upcoming product launches and global expansion, visit comptonsoupcompany.com or @ComptonsSoup on social media.

About Compton's Soup Company:

Founded with a commitment to quality, innovation, and family-focused meals, Compton's Soup Company is a leading producer of packaged foods headquartered in Baltimore, Maryland. Known for its expanding portfolio of trusted brands, Compton's is focused on delivering premium products to households, with a soft spot for the Italian food market.

About Mama Rosa's Frozen Foods:

Founded in 1947 by brothers Frank and Mario DeCicco, Mama Rosa's is a regional provider of frozen entrees specializing in Italian cuisine. A household name in the eastern U.S., the company has earned top ratings from FoodNews for five consecutive years, including praise for its newest low-fat line, Mama Rosa's *Dieta*. Now operating as a subsidiary of Compton's Soup Company, Mama Rosa's remains committed to crafting authentic, high-quality frozen meals while preparing for expansion.

Beauty

FASHION **BEAUTY** SHOPPING FEATURES PROM

Lauren Ireland, left, and Marianna Hewitt cofounders of Summer Fridays. Summer Fridays

How Two Best Friends Built the Brand That Took Over Your Vanity

Every Day Feels Like a Summer Friday!

BY: GABBY PICCIRILLI

June 2025

In 2018, best friends Marianna Hewitt and Lauren Ireland were deep in the beauty game with a decade of experience in content creation, testing every serum, sheet mask, and dewy-sounding miracle on the market. But nothing hit quite right.

Hewitt was practically living in airports, and Ireland had just found out she was pregnant. Their skin routines were demanding, their lives even more so, and nothing out there was meeting them where they were. So they built it themselves.

They called it [Summer Fridays](#). A brand built on clean, simple skincare that actually works *and* looks cute on your top shelf. Their first launch? A little blue tube called Jet Lag Mask. It sold out almost instantly and changed the glow game forever.

Manifesting...But With a Game Plan

What sets the Summer Fridays story apart isn't just the success, it's how prepared they were for it. "We'd go into Sephora stores just to walk the aisles," says Hewitt. "We imagined where our products would sit, what our packaging would look like on the shelves."

This wasn't wishful thinking. It was planning. Even before they had retail partnerships, they designed packaging that would be shelf-ready, because they knew they'd get there.

And they did. Fast.

Today, Summer Fridays is one of the most recognizable skincare brands out there, with its minimalist aesthetic and TikTok-famous [Lip Butter Balm](#) (hello, Allure's Best of Beauty) showing up on vanities everywhere.



The iconic Lip Butter Balm Collection. Summer Fridays.

Personal Needs to Packed Shelves

Despite launching with just one product, the brand was an instant hit. But it was never just about good skin. It was about building something true.

"We created the brand we needed," Ireland explains. "I was newly pregnant and couldn't find anything clean that worked. Marianna was constantly flying and needed something that made her look refreshed, even when she didn't feel it."

Their experiences shaped their product line. Every balm, serum, and cream is rooted in personal need and driven by their dedication to their community.

**“We knew what we needed before we ever had it.
That’s how you dream smarter.”**

Listening to their community is how Summer Fridays stays ahead. With Instagram messages, reviews, and polls, the founders keep their followers involved every step of the way.

Learning as They Glow

Over the past few years, Summer Fridays has taught the founders more than just the ins and outs of the skincare business. It’s taught them how to lead with empathy, how to scale with intention, and how to know when to let go.

“Our first hire was a Social Media Manager,” says Ireland. “That was the first sign we were growing beyond just us. It was also a moment of trust, trusting someone else to speak for the brand we’d poured our hearts into.”

**“If you wait until you know everything,
you’ll never do anything.”**

Their humility and honesty are part of what makes their brand so beloved. They’ll be the first to admit they didn’t always know what they were doing, but they never stopped learning.



Learn about Recycling with Summer Fridays [here](#).

5 Entrepreneurial Lessons From *The Founders*



**Be Your Own
Case Study**



**Plan Like You’re
Already Big**



Listen Loudly



**Don’t DIY
Everything**



**Lead With
Humility, Not Ego**

More Than Skin Deep

In a skincare market saturated with overly complex, overly active products, Summer Fridays is the rare brand that invites softness back into the routine. Their formulas are vegan, cruelty-free, and made without harsh ingredients.

And yes, they're as sustainable as they are Instagrammable. Customers can return five empty products for recycling and get a gift card in return: proof that good skincare and good values can coexist.

But at the heart of it all? Two women who believed their friendship could build something beautiful.

They were right.

Read More



Style

15 Best Teen Clothing Brands, According to Teens Themselves

From trendy #fashiontok pieces to everyday essentials, these popular stores are for every kind of teen.

BY INDIA ROBY



Style

Here's Why You're Getting That "Second Puberty" Adult Acne

And how to deal with it, according to dermatologists.

BY SHAMA NASINDE



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Style

Hailey Bieber & Laufey Found the Hottest Nail Color of the Summer

It's inspired by princesses.

BY DONYA MOMENIAN

To: donya.momenian@teenvogue.com

Cc Bcc 

Subject: Pitch: Founders of Gen Z's Go-To Brand Share Their Playbook Importance ▾

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Hi Ms. Momenian!

I saw your recent article on dermatologist-approved skincare and thought it was a great resource, especially for readers trying to cut through the noise in the beauty space. I'm reaching out with a related story idea I believe would resonate with *Teen Vogue* readers, especially during Acne Awareness Month.

"How Two Best Friends Built the Brand That Took Over Your Vanity" is a feature on Marianna Hewitt and Lauren Ireland, co-founders of cult-favorite skincare brand [Summer Fridays](#). It speaks directly to readers navigating skin confidence, while spotlighting two women who turned friendship into entrepreneurship, offering an inspiring, real-world example for anyone dreaming big.

Born from personal need and launched with one viral product ([Jet Lag Mask](#)), Summer Fridays is now a top-shelf staple in Sephora and a regular in TikTok beauty routines. But this story goes beyond skincare; it's about dreaming with intention, building community, and leading with vulnerability.

The piece is rich with founder quotes and crafted for *Teen Vogue*'s Gen Z and Millennial audience. I'd love to send over the full draft or chat about how it might be a strong fit for an upcoming issue.

Chat soon!



Gabby Piccirilli

Radiance PR | "Your Brand Brightest"
Public Relations Director
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POSITION ON CIGARETTE SALES

At Walgreens, we recognize the ongoing debate around selling cigarettes in drugstore locations. This statement outlines our position while reaffirming our commitment to supporting our customers' health and well-being.

Our mission is to put better health within reach of customers across our 8,500 U.S. and Puerto Rico stores. We take this responsibility seriously and center community health in every decision.

As we considered following other drugstore retailers in ending cigarette sales, we have kept this mission in mind. While we respect customer choice, we strive to create store environments that encourage healthy behaviors. With a Walgreens location within five miles of 78% of Americans, we are concerned that continuing to provide access to cigarettes in our stores may:

- Undermine efforts to reduce tobacco use, the leading cause of preventable death in the U.S.
- Contribute to long-term health conditions such as cancer, heart disease, stroke, and respiratory illness
- Send a conflicting message about our commitment to promoting wellness
- Increase the risk of smoking among youth and those trying to quit

Despite differing views, **we do not believe it is responsible to continue cigarette sales at Walgreens.** Promoting health in our communities has been our goal since 1901. When opportunities arise to help limit harmful behaviors, we act. By taking this step, we will:

- Create store environments that better support customers' wellness goals
- Reduce exposure to tobacco, helping those trying to quit and discouraging new smokers
- Reinforce our role as a trusted provider of preventive care and health resources
- Strengthen public trust in Walgreens as a healthcare-focused retailer
- Support broader local and national efforts to reduce smoking-related illness and promote long-term wellness

We remain committed to supporting our customers' health, both inside and beyond our stores, and we believe ending cigarette sales is the most responsible way to do so.



A STATEMENT FROM FAB & FIT ON PRODUCT QUALITY CONCERNS

We are aware of social media posts highlighting stitching issues with our signature “Elevate” leggings. Some customers have experienced unraveling along the seams during wear. This is a failure that is completely unacceptable to us and deeply at odds with the promise we’ve made to our community.

At Fab & Fit, we exist to empower women through performance-ready, fashion-forward activewear designed to move with you, not fail you. Since 2010, we’ve taken pride in delivering apparel that helps women feel strong, confident, and unstoppable. We understand that many no longer feel that way in our clothing, and for that, we are truly sorry.

An internal investigation revealed that a cost-cutting decision earlier this year led to the use of a substandard manufacturer. This change occurred outside of our standard approval process and compromised the quality you expect from us. We’ve since ended our relationship with this manufacturer, stopped production of the impacted leggings, and initiated a full recall.

Refunds or replacements are available to anyone who purchased the affected leggings. In addition, original vendor protocols have been reinstated, a third-party quality audit is underway across our product lines, and internal review processes have been reorganized. Leadership changes have also been made within our product development team, including the departure of the executive responsible.

We know that no refund or replacement can undo the embarrassment and frustration many of you felt. Your trust is not something we take lightly, and rebuilding it starts with listening, transparency, and action. For support, refunds, or to share your experience, contact us at support@fabandfit.com. We’ll continue to provide updates via Instagram @FabandFit and on our website.

Thank you to our community, especially those who spoke up. Your voices shape who we are and how we move forward. We are still Fab & Fit, and we’re ready to prove it.