



Contact: Joanna Cumberland  
JB Cumberland PR  
135 West 27<sup>th</sup> Street, 10<sup>th</sup> Floor  
New York, New York 10001  
(646) 230-6941  
[jcumberland@jbcumberland.com](mailto:jcumberland@jbcumberland.com)

## **JB Cumberland PR and Curious Chef Get Cooking Curious Chef Chooses JBC PR as Public Relations Agency of Record**

**New York City, July 2009** – The well-respected, plastic injection molding company, Tailor Made Products in Oconomowoc, Wisconsin, chose JB Cumberland PR (JBC PR) to launch their newly developed line of children’s cooking utensils, called “Curious Chef.” Recognizing the expanding trend of children being more and more involved in the kitchen, Tailor Made began the development of the Curious Chef brand in October 2008. President of Tailor Made, John Wilde, and his team enlisted JBC PR citing the agency’s record of successes launching both quality kitchenware and family-oriented products. They see the firm as a perfect fit to represent a company whose products encompass both fields.



Curious Chef offers the only full line of high-quality, safe and authentic food preparation products for children. JBC PR plans to establish Curious Chef as the next big thing for kids this Holiday season. A particular target audience will be the powerful, ever-growing network of influential mommy bloggers. The firm will position the Curious Chef product line as educational tools designed to empower the natural creativity of children, thus generating positive media coverage and consumer interest for the products. JBC PR will begin their campaign by sending out a delivery kit with product samples to the country’s top lifestyle and parenting magazines followed by contact with the agency’s proprietary list of appropriate bloggers and websites.

The Curious Chef line began based on a belief that all children have an innate desire and ability to learn and explore the world of cooking but have previously lacked the tools to do so. JBC PR looks forward to passing on this belief and these tools to the next generation of children and parents.

### About JB Cumberland Public Relations

*JB Cumberland PR was established in New York City more than 20 years ago in response to a clear need and opportunity to establish communications between the media – who need outstanding products and story ideas – and the manufacturers of quality consumer products, who want a better way to launch their brands and generate awareness and respect among discerning US consumers. Today JB Cumberland PR continues to be recognized for developing well-planned, strategic campaigns that contribute notably to the sales growth and brand recognition of its home, gourmet and lifestyle clients.*

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