



CyranoWrites.com

Nothing says **I love you** like a letter.
A real letter.



PRESS RELEASE
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Online Romance the Old-Fashioned Way

Berkeley, California, January 10, 2005 – CyranoWrites.com brings romance back the old-fashioned way: with snail mail love letters. Customers order the letter online, and CyranoWrites.com prints the letter on stationery and mails it in an envelope.

Where did this idea come from? The founder of CyranoWrites.com, Kira Reoutt, was asked one night what sort of business she would develop if she could, and she knew right away she'd have to do something with love letters. Ms. Reoutt has worked as a web designer and technical writer, but she said, "Writing love letters is what I do best." She has wooed many a man with her own letters, but when one fellow broke off in the middle of an argument to say, "I have never gotten such amazing letters," she knew she had a real talent.

After going through a "dry spell" of writing love letters, but not receiving any herself, she decided she should create a service for those who either don't have time to write a letter or maybe want some fresh ideas. After all, there are those who want love letters and those who don't write them (how to put it?) often enough.

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Unique letters. More like a gift, really.

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When creating letters for other people, especially those she wouldn't meet, Ms. Reoutt knew the challenge was to make the letters personal. To meet this challenge, she created forms for each letter to gather personal information, such as favorite foods or how one spends the day. This information is incorporated into the letter selected. Nicknames and special endearments are encouraged, and the sender can also add a personal message to their loved one.

Most of all, when developing a letter, Ms. Reoutt knows that the format and packaging of the letter are important to create an impact. For her own letters she has written newsletters, sent letters on the backs of wine bottle labels, and sent photocopies of her hands. She has also sent Chinese cookie fortunes, origami swans, and collages. Each of these letters has gotten immediate phone calls and much affection in return. For CyranoWrites.com, she has developed unique and creative letters, such as the letter in a paper bag, an invitation to one's soul, tickets to your heart and home, and letters as gift certificates or raffle tickets. Finally, for those who want to go all out, confetti or special stickers can be added to the letters for that "thinking of you" touch.

View the letters on <http://www.CyranoWrites.com>. Click "View All Letters" on the left bar. Pictures and complete descriptions of each letter are on the website.

For more information, contact: Kira Reoutt at 510-527-1438 or KiraR@cyranowrites.com.

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