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Interview with Liz Parker of LizPR

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February 19, 2010 by Melissa M. | Comments (6)



[Liz Parker](#) is a Toronto-based publicist specializing in classical musicians. Liz has vast experience promoting classical musicians and concerts to the media, and has also promoted jazz, world, and folk music. Crazy about makeovers, she ensures her clients look and feel great for their photo shoots; and yes, she offers clothes shopping as a service. She LOVES encouraging musicians to raise their game with their presentation off-stage, to match the magic they create on-stage.

What is your motto, slogan, or theme song?

“Follow your bliss.” My father drummed that into my head from an early age, and he sat me down when I was a teenager to watch Joseph Campbell discuss “The Power of Myth”, where I heard this message from the man himself. Since then, I made a pact with myself to do what’s right for me, however unconventional to others. It’s the greatest gift my dad gave me.

What’s the best advice you’ve been given?

“Figure out what you’d die for, and live for it.” I just read this recently somewhere, and I thought, “whoa.”

What’s your favorite fashion must-have or must-NOT-have?

Must-have: boots. I’m a boot slut. Tasteful, outrageous, sexy, elegant, doesn’t matter – I LOVE BOOTS. I just walk differently in ‘em. Must-NOT-have: horizontal stripes. So unflattering.

In a past life you were...

A flamenco dancer in Spain.

How do you relax?

“Drool in front of the TV” is a common phrase I quip to describe needing to veg out. I’d love to say I practice yoga on top of a mountain or go for walks in the park, but let’s face it, I just drool in front of the TV.

What’s a place that inspires you and why?

Vancouver. It’s my hometown and every time I visit I look at the mountains and oceans and get all verklempt. I’m sitting here at my mom’s condo, gazing at the mountains as I type (so sorry for any typos), taking in the Olympic vibe ... the scenery is crazy-phenomenal.

What makes you feel most CRAVE – able?

Apart from wearing sexy boots, I’d say my confidence. When I’m on, I’m fierce. (When I’m not, I eat dark chocolate.)

What’s a cause you are passionate about and why?

Not so much a cause but a sense that everyone must be true to themselves. I see way too many people keep up appearances. People aren’t leading the lives they’re meant to lead. It takes great courage to be true to yourself, and that’s why I support people who go through great lengths to lead an authentic life. I’m very passionate about this.

If you weren’t running this business, what would your life look like?

My life has been so wrapped up in promoting musicians I can’t imagine another way of living, but if I weren’t running LIZPR, I’d be walking dogs in the country. I know, totally different scene....

What makes you laugh so hard you cry?

English slapstick. John Cleese as Basil Fawlty comes to mind. Let alone David Brent’s (BBC’s The Office – the original) infamous dance for charity.

In 10 years you want to be...

...as impish and silly as I am today.

If you could time travel where would you go?

Oh, without question, the Art Deco era, New York City. Man, everything was stylish: the people, the clothes, the martini sets, the buildings, the decor, the furniture....EVERYTHING!

[Comments \(6\)](#) | 5:00 am

6 Responses to “Interview with Liz Parker of LizPR”

[Laura Furtado](#) Says:

February 26th, 2010 at 1:26 pm

Congrats Liz! So good to see that you are doing fabulous!!

[Liz Parker](#) Says:

March 7th, 2010 at 5:05 pm

Laura! Great to hear from you! Thanks for your note. LP

[Deb Leblanc a.k.a. DEBFIT](#) Says:

March 7th, 2010 at 11:25 pm

Liz! You truly are an inspiration in every area of your life. I love that you LOVE what you do. I can't imagine any musician that would not want to have you promote them. You rock!

[Liz Parker](#) Says:

March 13th, 2010 at 2:35 am

Deb: verkleempt....

Rebecca Tunnacliffe Says:

March 15th, 2010 at 7:52 pm

You are living the life, Liz. You are an inspiration for living life full-on and fierce and fabulous.

[Liz Parker](#) Says:

April 27th, 2010 at 8:29 pm

I am REALLY looking forward to the book launch party on Wed. May 5 at 7 PM at Berber Lounge!!!