

INTRODUCING... LIZ PARKER – 2012 FC AMBASSADOR

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www.lizpr.com :: @LIZPR :: Liz on Facebook

Liz Parker has been a classical music publicist since 1996. In 2008, she became the Foundress of LIZPR, a boutique PR firm in Toronto that publicizes, promotes, and styles musicians for photos shoots and concerts. Liz shops with her clients to find flattering outfits for stage, auditions, or dating. She needed to find a career combining her deep love for musicians and her shallow obsession with clothes and accessories, so this is working well. Previous PR positions include the Corporation of Massey Hall and Roy Thomson Hall, the Toronto Symphony Orchestra, and the Vancouver Symphony Orchestra. Liz also worked at the CBC in Toronto and Vancouver as host/interviewer/producer. She teaches piano to kids on the side, warning them that lack of

practise results in horns sprouting from their heads and their toenails dropping off. If they're having a bad day, she will give them chocolate. Yes, she tells them what to wear for their piano exams.

When Liz isn't writing bios and releases to deadline or telling people what to wear, she can be found shopping, Facebooking, Tweeting, cooking, Fresh Collective-ing, organizing gettogethers, or turning pages for some of the world's finest pianists. She still misses Vancouver's White Spot hamburgers.

Favourite Toronto hang out:

I really love the Duke of York, near St. George subway. It's the best pub in the city with a great atmosphere and set-up. Lovely back patio. Been a regular since 2000 and toasted many a thing: birthday, break-up, cute boy, idiot boy who is no longer, job gain, job loss, a milestone, you name it.

Torontonian you admire:

I'd really have to say my older brother Jamie, classical pianist of the Gryphon Trio. In the beginning, he was overshadowed by my other older brother, also a concert pianist. Then Jamie came into his own, and has three JUNOs to his name. He is very humble and I'm insanely proud of him. (No, I'm not his publicist.)

Favourite local music:

Oh, the Toronto Symphony Orchestra, bar none. I go to many of their concerts. Fond of most Russian piano concerti and Beethoven symphonies. I loved working there. I'm very proud of the fact I insisted the marketing department dress up glamorously for opening night and gala events, and I got to style the Music Director Peter Oundjian.

Best coffee in the city:

Oh jeez ... I know people will hate me for saying "Starbucks" but I'm a loyal west coaster that way. I do enjoy Dark Horse and schedule meetings there sometimes. They really do coffee beautifully – it's artful.

Anything else you want to share?:

I love the transformative power of a well-styled outfit on someone. People shouldn't only wait until a major life change (divorce, new job, a baby, etc.) to re-vamp their wardrobe. People should figure out their style and work it, because it says a lot about you before you say a word, and boosts your confidence. As long as I have a body, I am committed to styling it, and everyone I know.

About freshcollective

Fresh Collective has carved out its niche in Toronto's fashion scene for the shopper who loves something a little different! We specialize in local designers, and our products are unique, or few of a kind. Our store is beautifully curated, offering our customers an amazing selection of fabulous clothing and accessories.

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