



**FOR IMMEDIATE RELEASE
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SACRAMENTO FASHION TO TAKE THE CITY OF TREES TO NEW HEIGHTS

Cool Code will launch as the first signature fashion clothing line of the City of Sacramento

SACRAMENTO, CA – Sacramento native, Rashaad Smith, will be launching his first line of clothing online called Cool Code, inspired by the signature style of the urban youth of Sacramento, California **AT 12:00 AM ON JANUARY 1, 2015 IN SACRAMENTO, CA AT WWW.COOLCODECLOTHING.BIGCARTEL.COM.**

Sacramento will be launching the website for its first signature clothing line, called Cool Code, designed by one of its own born-and-raised citizens, Rashaad Smith. Smith designed this line drawing from the unique, West Coast-inspired look of Sacramento's young adult crowds.

**WHO:
RASHAAD SMITH**

**WHAT:
LAUNCH OF COOL CODE CLOTHING WEBSITE**

**WHEN:
JANUARY 1ST, 2015 AT 12:00 AM**

**WHERE:
WWW.COOLCODECLOTHING.BIGCARTEL.COM**

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