



NEWS RELEASE

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GEORGE WASHINGTON SMELLS LIKE CINNAMON

YORKTOWN, VA—Encamped at Valley Forge, George Washington and troops were as thick as hasty pudding in damp, cramped tents. It was winter, and the long marches had destroyed their shoes. The men left bloody tracks in the deep, once-white snow. Undernourished and poorly clothed, the army was ravaged by disease and sickness. The morale remained high, though. Some historians suggest a cause of this high morale may have been the lack of baths; these early colonists despised bathing and being away from mothers and wives allowed them a chance to really embrace their inner dirtiness.

While Washington joined his men on the anti-bathing platform, he could often be found smothering himself in his favorite spice, cinnamon. That is why Washington got babes like Martha. Margusho's Department Store, well aware of our first president's great scent, has created an exclusive fragrance named after the great army general.

One month from today, shoppers can find the Washington fragrance in Margusho's men's department. The fragrance comes in four red, white, and blue

packaged products: cologne, cologne spray, after-shave lotion, and razor-relief lotion. It is a mixture of the scents of sandalwood, fresh meadows and (of course) cinnamon.

Anne Twente, Margusho's vice president of marketing, applauded the company's newest scent, which was created by Respigio 47, the company that created three of the world's 10 best-selling fragrances. "Our marketing research shows that Margusho's customers love George Washington," Twente says, "Our customers know that he was a man of strength and integrity. We expect big things from Washington."

Big things always result from Washington. The man helped America free itself from British tyranny and never told a lie. If only his men at Valley Forge had some Washington cologne themselves, maybe they could have achieved such greatness too.