

# HUNDRED PERCENT

BY JPLOVESCOTTON



Cotton is a favorite fabric whether going to the park with friends or getting a good night's sleep after a big trip. It's also a beautiful crop that dots our Southern landscape. All of that and more on [HundredPercentCotton.com](http://HundredPercentCotton.com)!

Offering content from years under the lifestyle JPlovesCOTTON brand & new contributors, this renewed focus on cotton-specific content creation will bring new possibilities to the social channels and sponsors. Additionally, greater search results retaining the personality and passion of a true cotton expert & lover.



## JANICE PERSON AKA JPLOVESCOTTON

Janice Person is a fourth generation city girl (Memphis-born, now in St. Louis) who developed a passion for Southern agriculture working in the industry. Traveling around the US and doing a bit of globetrotting, she has been on hundreds of farms talking with the people who grow our fiber and food. She also visits textile mills, university programs and fashion houses.

Her incredible personal passion for the topic is paired with a life-long love of communication. With a master's degree and a successful career in public relations, she took to social media quickly. In 2009, the personal brand JPlovesCOTTON launched later becoming JPlovesCOTTON LLC. and a hub for [HundredPercentCotton.com](http://HundredPercentCotton.com) and the lifestyle blog [JPlovesLIFE.com](http://JPlovesLIFE.com).



@JPlovesCOTTON  
13K  
Followers



janice.l.person  
2K  
Page Likes



@JPlovesCOTTON  
2.6K  
Followers



jplovescotton.com  
6.2K  
Readers



JPlovesLIFE  
325  
Subscribers



## BACKGROUND

JP's personal success online led to the creation of influencer outreach efforts for her employer in 2014. She has a strong personal network among lifestyle bloggers around the U.S. She lives in St. Louis, MO and routinely gets back to her hometown of Memphis, TN and various other Southern cities and towns to visit family and friends.



## SERVICES & CONTENT

- Brand ambassadorship
- Social media posting
- Promotions / events
- Product Reviews
- Unique, vivid storytelling
- Cross platform exposure
- Photography
- Video

## CONTACT JP

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## SPEAKING EXPERIENCE

- South by Southwest (SXSW)
- Blogalicious
- American Farm Bureau
- More