



For immediate release

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## DiPinto Guitars and Basses launch a national PR campaign with Media Friendly

Cheryl Squadrito, president of Media Friendly Public Relations in Haddonfield, NJ, is pleased to announce that the company has secured a new account, DiPinto Guitars and Basses, a Philadelphia-based bespoke music company with a national reputation.

The company, operated by notable guitarist and luthier Chris DiPinto and his wife Sophy, has signed on with Media Friendly, a company owned by Squadrito, a former journalist for the *Philadelphia Inquirer*. Media Friendly is celebrating its 10th Anniversary this year.

Media Friendly will be handling the regional and national media campaigns for the guitar manufacturer. Noted music magazine *Guitar Player* named DiPinto's Galaxie 4 as an Editor's Pick, a hard-to-get, much coveted distinction.

"Chris DiPinto designs cool-looking modern guitars that sound great and are reliable. I look forward to helping them get in the media spotlight," said Squadrito, who also handled the public relations campaign for Chris DiPinto's glam rock 'n' roll band, Creem Circus.

DiPinto guitars are regularly featured in major glossy magazines like *Guitar Player* and *Guitar World* and are played by Dick Dale, Los Straitjackets and Rick Nielsen of Cheap Trick.

"We started producing retro guitars in the mid-1990s when it wasn't mainstream. It was a rough road making sixties-style guitars that look outrageous and play beautifully," said DiPinto. "We were here first. Now the retro-guitar look is hot, but we were the pioneers. Getting editors pick is great because it shows that after all this time we can still be at the top."

DiPinto Guitars and Basses are located at 407 E. Girard Avenue in the Fishtown section of Philadelphia.

[www.dipintoguitars.com](http://www.dipintoguitars.com)

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*Media Friendly Public Relations, LLC, is owned and operated by former journalist Cheryl Squadrito and is based in Haddonfield, NJ, outside Philadelphia. The firm is celebrating its tenth anniversary this year. [www.MediaFriendlyPR.com](http://www.MediaFriendlyPR.com) or call 856-857-0145.*