



PRESS RELEASE

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Unique Photo Venue Heading to the Cumming City Center

CUMMING, Ga. – Are you always looking for the ideal photo opportunity for selfie success or portrait perfection? Your search will soon be over as a unique photo venue will be opening at the Cumming City Center!

Social Exposure, owned by Lauren Reyes, who also signed a lease to open Roxy Moxy and Kings Kids Boutique on Tuesday, Oct. 12th, will offer an experience similar to “selfie museums,” which have recently popped up in major urban centers such as Seattle and Atlanta. These selfie museums offer colorful, detailed, modern backdrops, settings and props in combination with ideal lighting for easy creation of perfect social media moments.

“We wanted to create that same type of experience for our community without them having to drive all the way to Atlanta,” Reyes explained. “We’ll have many of the same fun and unique-type settings you would find at these urban-based selfie museums, but we’ll also offer some backgrounds and props that are more traditional and maybe better suited for families. I like to say that we’re taking the selfie museum and adding a little bit of suburbia so it works better for our community as a whole.”

Social Exposure will be perfect for everyone from young, hip social media influencers seeking an Instagram-worthy selfie, to moms wanting to capture the perfect family portrait for their annual holiday card.

“We want to cater to a broader audience than what you might see in at a downtown selfie museum,” Reyes said. “We definitely do want those young, single influencers you’d find there, but we also want the moms, or maybe even grandmoms, wishing for a unique family portrait.”

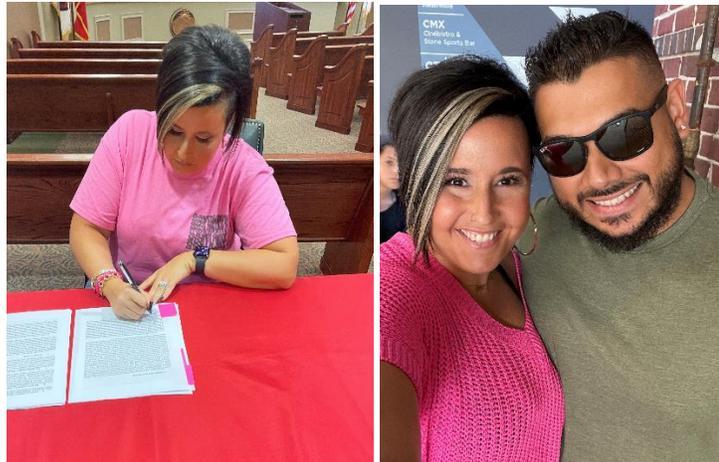
At Social Exposure, customers will be able to come in with just their smart phones or they can bring traditional cameras. They can even bring own professional photographers if they want.

“We know there are a lot of amazing professional photographers here in our area, so one of our goals with Social Exposure is to help provide visually interesting and unique backdrops and props to professionals without them having to make huge investments by purchasing all of these things themselves,” Reyes added. “It will be sort of a photography hub where people at all different skill levels

and with all different types of camera equipment can come in and take advantage of these really interesting settings and always leave with great shots.”

Social Exposure is a completely new business which will open its first and (so far) only location at the Cumming City Center, making it a special draw for guests to the City Center. Be sure to follow @cummingcitycenter on Facebook and Instagram for updates on Social Exposure and all our tenants!

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Left, Social Exposure logo; Center, owner and creator Lauren Reyes signs her lease on Tuesday, Oct. 12th at City Hall; Right, Lauren with her husband, Ricardo.