



Sarasota Women Organize Miniature Golf Tournament to Promote Sexy Pixel Ad Site

Christine Alexander and Elsie Gilmore, otherwise known as the SurlyChicks, have organized the First Annual SurlyChicks Miniature Golf Open as a way to attract people to their site.

Sarasota, FL ([PRWEB](#)) February 7, 2006 -- Pixel advertising took off late last year when a young Brit found a way to pay off his college debt and then some. Since then, many copycat sites have popped up but few offer anything of interest to keep consumers coming back to give their advertisers enough value for their money. It is well known that very few people will visit the Million Dollar Homepage now that all the advertising spaces have been sold. In the end, the site thrived on being a gimmick.

Christine Alexander and Elsie Gilmore have vowed to keep their site, SurlyChicks.com (www.surlychicks.com), interesting and entertaining, thus attracting new visitors on a regular basis and keeping them hooked to return often. The first way they will do this is by having a frequently updated blog. But not just any blog - a blog about their lives in Sarasota, Florida. The second way is by organizing occasional events that will allow their readers to interact with them, while at the same time providing more material for the blog. The first game of the First Annual Surlychicks Miniature Golf Open is being held at Smugglers Cove Miniature Golf on Route 41 in Sarasota at 8:00 p.m. on Friday, February 10, 2006. The two subsequent games will be held on the first Fridays of March and April at the same time and location.

Pixel ad space on SurlyChicks.com is selling for \$120 per 400-pixel-block. Unlike traditional pixel ad sites, ads run for 1 year, at which time you must renew to remain on the site. This difference allows the site to change over time and not just remain a static billboard like competing sites.

About Christine Alexander

Christine Alexander, although currently working as the Chief Operating Officer of Booth Studio (www.boothstudio.com), is also pursuing some businesses of her own. She is a producer with Happy Camper Films and one of the owners of anything arts (www.anythingarts.com), a popular local art scene electronic newsletter.

About Elsie Gilmore

Elsie Gilmore is the owner of True Green Studios, LLC (www.truegreenstudios.com), a successful web design and development business in Sarasota. She and Christine are founding members of Veronica Tart, a local networking group for women business owners.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).