



FOR IMMEDIATE RELEASE

## Pyragraph, Rekindled

### Online Creative Career Magazine Holding ReLaunch Variety Show & Fundraiser April 26

ALBUQUERQUE, NM — Creative career & lifestyle magazine **Pyragraph** ([www.pyragraph.com](http://www.pyragraph.com)) is upgrading its site with improved technology and premium content, and is holding a fundraiser to get it done. The **Pyragraph ReLaunch Variety Show & Fundraiser** will be held on April 26, 2014 at the ArtBar, and will feature NPR Most Hilarious Storyteller of the Year, James Judd.

Pyragraph is the first and only online career and lifestyle magazine for creatives, featuring entertaining, first-person stories from a diverse group of artists, musicians, designers, writers, and other creative workers worldwide. Pyragraph launched in February 2013, and the tech upgrade is expected to go live in May, 2014.

With daily posts by artists, for artists, Pyragraph is the first publication to bring together entertaining career-related stories with practical information and advice. Pyragraph's bloggers share their ups and downs, successes and mistakes, and the many stories that happen along the way. It embraces and reflects a broad, authentic picture of what "success" looks like for most creatives, which often includes juggling side jobs, learning through mistakes, and forging an unconventional career path.

Pyragraph's founder and Publisher [Peri Pakroo](#) has a long background in publishing and in coaching creative workers and organizations. In 2012, realizing how often she referred creative people to each other to share expertise, she was inspired to create Pyragraph. She recently wrote about Pyragraph's first year, emphasizing what is unique about its publishing model:

*"Creatives (whether self-employed or employees of other companies) are a huge, important force in today's economy and culture, but there aren't enough smart resources for them, in their voice—your and my voices—to support them and help them succeed. Artists, musicians, filmmakers and other creative types don't typically seek out consultants for guidance, and even when they do, 'professional' advice often doesn't resonate with them about how they should pursue their careers.*

But artists love hearing about how *other artists* make it work. Then they can pick and choose what sounds right for them. Piece together their own roadmap. We all know there's no 'right' way. Other artists understand that, and can give advice that is real. That's what Pyragraph is all about. It's artists learning from other artists. And being entertained along the way.

—From ["Start-up Interruptus"](#) by Peri Pakroo

Some specific examples of informative Pyragraph content include:

- A set decorator's account of working his way into the film industry (eventually becoming lead Set Decorator on "Breaking Bad"), including an, ahem, [amusing anecdote about working with Steven Seagal](#).

- A 4-part series written by a performing musician about [how performance rights organizations work](#).
- A feature story with detailed, user-friendly information on [how the Affordable Care Act affects self-employed creatives](#), and a [list of resources](#) to consult for assistance.
- A [Resources section](#) with articles and sample forms from lawyers, business consultants and other professionals on topics including intellectual property, licensing, contracts, business planning and more.
- A [live chat Facebook event](#) on taxes and money management for creatives.

Besides offering creative workers a voice, Pyragraph's model includes opportunities for them to promote their work, their projects, and their favorite work by others. All of Pyragraph's contributors are paid, which is an important part of the magazine's values and business model.

Peri says, "I think one of the coolest things about Pyragraph is how it brings different types of creative people together—musicians and filmmakers, for example—by showing how much they have in common in terms of piecing together self-employment, self-promotion challenges, etc. By shedding light on how various creatives work, Pyragraph also helps our readers figure out ways to work together."

Pyragraph's mix of authentic voices, informative and compelling articles, and career resources make it a must-read for anyone pursuing creative projects or careers.

Pyragraph is supported by sponsors including [516 ARTS](#), [A Good Sign](#), [Update Content](#) and [10 Drink Minimum](#).

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## EVENT INFORMATION

### **Pyragraph ReLaunch Variety Show & Fundraiser**

April 26, 2014, 8pm

ArtBar: 119 Gold SW, downtown Albuquerque

Tickets: \$20 (\$25 for nonmembers of ArtBar, which includes membership)

Purchase tickets online at [Hold My Ticket](#) or in person at [ArtBar](#).

## MEDIA CONTACT

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