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Introducing The Scuppie: Socially Conscious Upwardly-mobile Person

Stamford, CT – Chuck Failla, President of a successful financial planning firm in Stamford, CT is tired of being called a Yuppie. Failla, like many recovering Yuppies, has found religion. Yuppies have moved to the suburbs, spawned families, and are spending copious amounts of their disposable income at socially conscious outlets like *Whole Foods* and *The Body Shop*. They've begun thinking about bigger, more important issues than whether to opt for the headlight cleaners on their BMW X5s. It's become not just admirable, but downright fashionable to be concerned about global warming and the plight of the Amazon rainforest, to support organic farming and the rights of workers in Third World countries. These days, more and more Americans not only want to live well, but, want to also do good (or at least do no evil). They still love money and conspicuous displays of affluence. But now, the way to achieve status is to trade in the Beemer for a Toyota Prius, spend \$50,000 putting solar panels on your roof, and acquire a chic new wardrobe fashioned entirely of organic cotton, hemp and soy fiber.

"Yuppie is out. What's in is the Scuppie --the Socially Conscious, Upwardly-mobile Person", says Failla.

Failla's goal is to have *Scuppie* take its place in the American lexicon as the natural evolution of the Hippie....Preppie...Yuppie progression. To accomplish this, he has launched a national promotional campaign and is currently penning *The Scuppie Handbook: A Practical Guide to Living Well while Doing Good*.

"Gordon Gekko has gone *green*", says Failla, "Vast hordes of Scuppies already roam the urban and suburban landscape. You can find them at the local Starbucks, listening to World music and earnestly asking the barista whether the espresso is ground from free-trade beans. They're the ones shopping on the internet for solar-powered bird feeders and

dining-room tables carved from 100-year-old recycled Brazilian mahogany. They're in front of you in line at Whole Foods, pondering whether to ask for paper or plastic. These are people who, although they may not yet realize it, are desperately yearning for an updated moniker that better encapsulates their ultimate altruistic-yet-stylish way of life".

Failla coined the term Scuppie one day at the office when a coworker overheard one of his phone conversations. “She asked whether I had picked up a new client. When I explained that I was doing some pro-bono work for a homeless organization, she shot a skeptical glance at my Armani suit and Rolex, and responded, only half-jokingly, that she couldn’t believe a ‘Yuppie scum’ like me would do anything for free.”, says Failla, “That momentarily threw me for a loop, but then I had an epiphany”. Failla responded to his accuser, “Hey...it’s entirely possible to be socially conscious and desire upward mobility at the same time”. Scuppie was born.

If you'd like more information about Scuppies, or, to schedule an interview
With Chuck Failla, please contact him at:

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You can also read more *Scup-a-ganda* and check out some funny Scuppie graphics at:
www.scuppie.com



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