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theONswitch Energizes with New Business Wins from Culinary, Fitness and Entertainment Arenas

Thornwood, NY....theONswitch, a versatile Northern Westchester marketing firm specializing in new and transitioning businesses, announced today a spate of new business wins, including Tayste, a new restaurant in White Plains, PFX Gym in Pleasantville, Nisa Lee, a premier chef and caterer and BroadwayWorld.com, *the* homepage for America's theatergoers.

Tayste Restaurant, opened this week in White Plains, offers delicious fresh burgers and hot dogs, specialty salads, and the largest selection of condiments in all of Westchester.

PFX, a trendy new fitness center in the up-and-coming section of Pleasantville, is kicking off a 6-week program aimed at high school girls entitled, "Get Fit for Prom," benefiting Operation Fairy Dust which provides underprivileged teens with gently used formal wear.

Nisa Lee is a chef and caterer and the founder of Westchester's premier provider of Thai, Asian and global-influenced fusion cuisines. She has catered events for such local luminaries as Vanessa Williams and corporate giants including Time Warner and Greenwich Capital RBS.

BroadwayWorld.com is the world's leading website for Broadway and Off-Broadway theatergoers, theater professionals, and anyone hungry for entertainment news. The site, which receives as many as 100,000 visits daily, provides comprehensive, up-to-date and entertaining news, reviews, columns, interviews, photos and more, including hourly updates from industry insiders.

"We're honored to be associated with such diverse and respected organizations and our work for them will reinforce what we do best here at theONswitch, which is provide creative new ideas *that grow business* and deliver outstanding client service," says Nancy A. Shenker, Founder, Principal. "Our new clients are at important junctures in their business lifecycles and we are excited to be helping them achieve their goals."

About theONswitch

theONswitch provides innovative marketing, public relations and business development services to a wide range of businesses in Westchester and nationally. The company helps clients improve their performance via a proprietary four-step process - [Imagine, Focus, Buzz and Profit](#). Their clients span a variety of industries and service businesses, including retail, health/wellness, professional services, and experiential marketing. They publish a monthly e-newsletter called **30-Second Current**. Founder and Principal Nancy A. Shenker is President of the Association of Women in Communications: Westchester/Fairfield, lectures at New York University and has been published in a variety of national and local media. She is also a member of the National Association of Women Business Owners. For more information about theONswitch, visit www.theonswitch.com and theONblog (<http://theonswitch.typepad.com/theonblog/>.)