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## **BLUEGRASS PROMOTIONAL MARKETING NAMED TO *COUNSELOR'S* "BEST PLACES TO WORK" FOR THE THIRD YEAR**

(Charlotte, NC) August 27, 2010 – *Counselor* magazine, the Advertising Specialty Institute's monthly publication, has named Bluegrass Promotional Marketing among its list of the "Best Places to Work" for 2010. This is the third consecutive year Bluegrass has been named to the list.

"We're very excited and honored to be named to the list for a third consecutive year," said Fred Parker, CEO of Bluegrass Promotional Marketing. "We are committed to building a culture where our employees can do their best work, and enjoy themselves while they do it," he said.

To develop the list, *Counselor* partnered with Quantum Market Research, which administers Best Places to Work programs in 40 major markets in the U.S., to conduct the survey and process the data. The process included surveying employees from suppliers and distributors (with 15 employees or more) in the advertising specialty industry and asking them to rate their company in 10 key areas. These included Team Effectiveness, Trust with Co-workers, Individual Contribution, Feeling Valued, and Benefits.

*Counselor* Editor In Chief, Melinda Ligos, found the reporting on why companies were rated so highly to be both surprising and informative. "We were initially surprised to find that employee morale in the industry is so high in these more challenging economic times. It's impressive that these companies are taking the time to think about motivation and ways they can keep employee morale up," she said.

*Counselor* magazine has been the voice of the promotional products industry since 1954. Currently it has a readership of 27,500.

"That's the other part of the equation that makes it so special," added Parker. "In addition to having our employees rank us high, the list is backed by one of the most respected voices in the industry in *Counselor* magazine."

### **About Bluegrass Promotional Marketing**

Founded in 1995, Bluegrass is a full-service promotional marketing firm specializing in custom products and brand marketing. Bluegrass has won six Golden Pyramid Awards from the Promotional Products Association International (PPAI) and has also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards. Bluegrass has twice been recognized as one of the industries "Top 10" fastest growing distributors. The *Charlotte Business Journal* has recognized Bluegrass on three occasions as one of the fastest growing companies in the region, and in 2009, named Bluegrass to its list of the "Best Places to Work" in the Charlotte area. For three consecutive years (2008, 2009, 2010) ASI's *Counselor* magazine named Bluegrass as one of the "Best Places to Work" in the promotional products industry.

The expanded Charlotte, NC-based company now has offices in Denver, Seattle and Houston with market coverage in Atlanta, Chicago, Columbus, Grand Rapids, Louisville, New York, Raleigh, San Jose and St. Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Asia and the United Kingdom.

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