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BLUEGRASS PROMOTIONAL MARKETING CHOSEN BY BARILLA TO CREATE SPECIAL GIFT BAG FOR OPRAH SHOW

(Charlotte, NC) February 12, 2007 – Bluegrass Promotional Marketing announced it was selected by Barilla to create – and has successfully executed – a gift bag to be handed out to the studio audience on the Oprah show.

“We were delighted to be selected for this high-profile project,” said Fred Parker, Bluegrass’ CEO. “We welcomed the challenges that went along with it.”

The gift bag was to be distributed to the studio audience during the January 15, 2007 show featuring Oprah’s trainer Bob Green and his new book *The Best Life Diet*. Barilla, the world’s #1 pasta maker, along with five other food producers, teamed up to sponsor the giveaway bags that contained Green’s book, gift cards, a diet diary and several food samples. In addition to being strong enough to hold all the items and perfectly matching the colors of the Green’s book cover, the biggest challenge for Bluegrass was to produce the bag in five working days to hit the show deadline. That timeline was to include approvals from Green’s agent and two of the six food companies.

“The deadline was very short by industry standards, and the approvals needed made it even more interesting,” Parker related. “But we pride ourselves on delivering under that kind of pressure.

The bag was featured on the show just after the feature on Green’s book, giving it broad exposure on America’s highest rated TV talk show.

[Click here to view the video](#)

About Bluegrass Promotional Marketing

Founded in 1995, Bluegrass is a full-service promotional marketing firm specializing in custom products and brand marketing. In 2003, the eight-year-old company expanded into several new markets, which added new clients, doubled their staff and tripled their revenue. Bluegrass has won four Golden Pyramid Awards from the Promotional Products Association International (PPAI) and was also honored by the Advertising Specialty Institute (ASI) with the 2004 Best Client Promotion Award. In 2004, Bluegrass was recognized as one of the industries “Top 10” fastest growing distributors. The *Charlotte Business Journal* also recognized Bluegrass as one of the fastest growing companies in the region in 1998, 2001, and 2003.

The expanded Charlotte, NC-based company now has offices in Denver, Seattle and Houston with market coverage in Chicago, Louisville, Nashville, Raleigh, St. Louis and Winston-Salem. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.