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

*Company selected No. 3 nationally for mid-size companies*

**(Charlotte, NC)** September 06, 2011 – *Counselor* magazine, the Advertising Specialty Institute's monthly publication, has named Bluegrass Promotional Marketing among its list of the "Best Places to Work" for 2011. This is the fourth consecutive year Bluegrass has been named to the list. Bluegrass Promotional Marketing was also rated No. 3 nationally in the category of mid-size companies.

"Being selected by *Counselor* for the fourth year in a row is a great achievement for the whole Bluegrass family," said Fred Parker, CEO of Bluegrass Promotional Marketing. "This recognition is a true honor and a testament to our entire team and the work we do everyday," 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, Andy Cohen said three themes run through the companies that made the list: teamwork, recognition and fun.

"A great workplace is a singular harbinger of corporate success," said Cohen. "No matter whether it's a supplier or distributor, companies that provide a place which employees simply love to come to are outpacing the industry growth. The employees and management are so engaged – not just with their jobs, but with the whole organization – that they're willing to do anything for customers. Roles are defined, but those roles are meant to be broken – always for the betterment of the company."

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

"*Counselor* magazine is truly the voice of our industry and that's what makes this honor so special," said Parker. "To have our employees think so highly of our company and to then be acknowledged by such a well-respected publication is exciting and indicative of great things to come."

### **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 seven 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 four consecutive years (2008, 2009, 2010, 2011) 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, Dallas, 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, Canada and the United Kingdom.*

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