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BLUEGRASS WINS ASI SPIRIT AWARD

Recognition comes in Best Distributor Self-Promotion category

(Charlotte, NC) July 20, 2011 – Bluegrass Promotional Marketing, a full-service promotional marketing firm specializing in custom products and brand marketing, was recently awarded a Spirit Award from the Advertising Specialty Institute (ASI) in the category of Best Distributor Self-Promotion. Bluegrass produced three custom items for clients and prospects with a unique focus and target audience.

“We are honored to accept the Spirit Award from the Advertising Specialty Institute,” said Fred Parker, CEO of Bluegrass. “This is the fifth time we have been recognized by ASI and we’re excited to receive this prestigious honor,” he said.

With a goal of highlighting its technological capabilities to deliver “Next Gen High Performance” company web stores, Bluegrass created laptop sleeves that were geared toward both male and female clients with different color versions for each – black with gray interior for men and brown with pink interior for women. The custom packaging that carries the messaging looks like a laptop when it is closed or open.

The second item was a mini basketball that Bluegrass used to highlight its exceptional “team” approach in meeting clients’ promotional marketing needs. The custom packaging was designed with a retail look and basketball court graphics.

The third product was a deluxe salad kit targeted primarily toward female clients and prospects with the hope to meet for lunch. Bluegrass used this tool to promote its ability to deliver fresh, new ideas, as opposed to soggy leftovers. For an added touch, a set of six custom salad recipe cards was included in the bottom of the salad container.

The objective for each campaign was to generate more business and convey the message around the support Bluegrass provides to its salespeople. The campaign was highly successful, leading to numerous appointments and many new clients with first-time order sales.

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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