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BLUEGRASS WINS SIXTH GOLDEN PYRAMID AWARD FOR GARDNER-WEBB UNIVERSITY PROJECT

(Charlotte, NC) FEBRUARY 1, 2010 – Bluegrass Promotional Marketing announced that their idea to put Gardner-Webb University’s student handbook on a custom-designed USB drive has received the Golden Pyramid Award from the Promotional Products Association International (PPAI).

“We couldn’t be more thrilled to win this award,” said Fred Parker, CEO of Bluegrass. “The Golden Pyramid Award validates what we thought was a very creative solution to a client problem.”

The challenge Gardner-Webb presented to Bluegrass account executive Greg Greemon, was to develop a way to promote and distribute their 113-page handbook, other than on a CD as had been done in past years, which was not compatible with all students’ computers and was easily lost. Bluegrass’ solution was to put the handbook on a custom molded 3-D sports car USB flash drive which was aligned with the school’s orientation theme “Start Your Engines.”

“The idea was a huge success,” Parker added. “It took a document that was usually considered rather boring and made it exciting. And while the promotion was targeted at freshman, upper classman wanted to know if they could get one too.”

The Golden Pyramid Award – Bluegrass’ sixth - is presented annually to the distributors who demonstrate excellence in effective use of promotional products in business and institutional marketing. It is considered PPAI’s most prestigious award.

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. In 2008 and 2009, ASI’s Counselor magazine named Bluegrass as one of the “Top 50 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, Louisville, New York, Raleigh, San Jose, St. Louis and Washington DC. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Asia and the United Kingdom.

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