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BLUEGRASS WINS SEVENTH PYRAMID AWARD

Rough Snuggie wins Bronze in Self Promotion Category

(Charlotte, NC) January 13, 2011 – Bluegrass Promotional Marketing, a full-service promotional marketing firm specializing in custom products and brand marketing, was recently awarded a Bronze 2011 Pyramid Award for its custom-designed “rough snuggie” by the Promotional Products Association International (PPAI). The award was presented during the association’s annual trade show in Las Vegas, Nevada.

“We are excited and honored to once again receive recognition from the Promotional Products Association,” said Fred Parker, CEO of Bluegrass. “The Pyramid Award is only given to the most creative companies and we are proud to accept our seventh award from PPAI,” he said.

Bluegrass’ main objective was to provide existing and prospective clients a year-end gift that would draw attention to the company’s creative talents and increase potential for business in the future. Bluegrass succeeded in creating a lighthearted, humorous product that was thoughtful, useful and unisex.

A Bluegrass-branded snuggie, fitted in a custom white box with rough textured messaging was the ideal contrast between the tough economic conditions of the previous year and what the company and its clients hoped would be a warmer, smoother upcoming year.

“The rough snuggie campaign was a great success and showcased the creative talent we have at Bluegrass,” Parker added. “It was the perfect way to thank our clients during the holidays and lighten the mood as we began a new year.”

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

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 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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