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## **BLUEGRASS PROMOTIONAL MARKETING COMMEMORATE SAN ANTONIO SPURS' RECENT NBA CHAMPIONSHIP**

Charlotte, N.C. (July 11, 2005) – Bluegrass Promotional Marketing is pleased to announce that the company has recently fulfilled orders from *San Antonio Express-News* for 15,000 t-shirts to commemorate the San Antonio Spurs' 2005 NBA Championship. In addition to supplying 15,000 t-shirts, Bluegrass also provided collector's souvenir mugs and mouse pads. The full-color artwork featured the *San Antonio Express-News* June 24, 2005 front page with a headline reading "Champs!!! '99 '03 '05."

Once the Spurs won game 7, Bluegrass sprang into action, printed 15,000 t-shirts and had them ready for sale to the public by 11am the following morning. The items were available for purchase at over 50 HEB Stores, the *San Antonio Express-News* headquarters and online.

Bluegrass also handled a 12,000 t-shirt order to commemorate the Spurs' Western Conference Finals victory over the Phoenix Suns. The t-shirts featured the headline, "It's Thrice as Nice"

"We're proud to be a part of the celebration in San Antonio after the Spurs' championship," said Steve Howe, Regional Vice President in Bluegrass' Houston office. "It is a testament to our hard-working, reliable staff that we would receive this size order from the *San Antonio Express-News* with such a short turnaround and high expectation of quality."

**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 their company into several new markets which added new clients, doubled their staff and tripled their revenue. Bluegrass has won several coveted PPAI Golden Pyramid Awards in the past four years and was also honored by ASI with the 2004 Best Client Promotion Award while also recognized as one of the industries "Top 10" distributors and one of the fastest growing. Bluegrass has three times been named by the Charlotte Business Journal as one of the Charlotte region's 50 fastest growing companies.

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