



Contact: Fred Parker, CEO  
Phone: 704-529-0999  
Fred.parker@bluegrassltd.com

## **BLUEGRASS PROMOTIONAL MARKETING ADDS VETERAN ACCOUNT EXECUTIVE**

(Charlotte, NC) September 24, 2009 – Bluegrass Promotional Marketing announced that industry veteran Adam Towne has joined the Charlotte-based company as an account executive. Towne brings over twenty years of experience in the promotional products industry.

“We have aggressively developed our recruiting strategies to identify and attract talented people like Adam,” said Fred Parker, Chief Executive Officer of Bluegrass Promotional Marketing. “We’re thrilled to have him join our team and further strengthen our continued commitment to growth.”

Towne joins Bluegrass from Shaw Print & Promotion and will be based in the company’s Ohio office.

### **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 into several new markets, which added new clients, doubled their staff and tripled their revenue. Bluegrass has won five Golden Pyramid Awards from the Promotional Products Association International (PPAI) and was also honored by the Advertising Specialty Institute (ASI) with the 2004 Best Client Promotion Award. In 2004, Bluegrass was recognized as one of the industries “Top 10” fastest growing distributors. The *Charlotte Business Journal* also recognized Bluegrass as one of the fastest growing companies in the region in 1998, 2001, and 2003.

The expanded Charlotte, NC-based company now has offices in Denver, Seattle and Houston with market coverage in Atlanta, Chicago, Louisville, New York, Ohio, Raleigh, and St. Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.

# # #