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Media Contacts:  
Alyson Dutch / Sheana Knighton  
BROWN + DUTCH PUBLIC RELATIONS, INC.  
310.456.7151  
Alyson@bdpr.com, Sheana@bdpr.com

**HOLIDAY GIFT GUIDE GEAR SHOWN TO PRESS ONLY  
JUNE 9<sup>th</sup> FROM 2-7 PM @  
ALGONQUIN HOTEL**

(Los Angeles, CA, June 8, 2010) – On June 9, 2010 from 2 to 7 pm at the Algonquin Hotel in New York, a new recession busting PR tool called Consumer Product Events ([www.ConsumerProductEvents.com](http://www.ConsumerProductEvents.com)) will showcase a “Holiday Gift Guide Gear” event for the New York press who are gathering content for their December reporting. “Holiday Gift Guide Gear” is one of the Consumer Product Events that are planned throughout each year where only 30 products are introduced to 40-70 reporters. Consumer Product Events was developed to save marketers the costs of a year-long PR retainer and to help reporters gather all the products and interviews they need for their annual news cycles.

Consumer Product Events premiered in Los Angeles in 2009 with the first, wildly successful “Holiday Gift Guide Gear” event in June, followed by “Beauty,” “Valentine’s Day,” “Nutrition and Fitness,” “Mother’s and Father’s Day Gifts,” “Wedding,” “Tech Gear,” “Home,” “Baby/Back to School,” and “‘Pink’ breast cancer awareness gear” events.

The Holiday Gift Guide exhibitors include:

**Bald Guy Greetings** – A refreshingly honest, sometimes brutal, always sarcastic, but never the less very caring greeting card is guaranteed to cause a laugh. ([Baldguygreetings.com](http://Baldguygreetings.com))

**Bodycology** – The fastest growing health and beauty company in the U.S, Bodycology offers spa-quality product lines for women on a budget who deserve an at home escape. ([Bodycology.com](http://Bodycology.com))

**Charmingwall** – A rich diversity of artists offer imaginative, open-edition fine art prints from this New York gallery to fill walls and create a truly charming focal point for viewing. ([Charmingwall.com](http://Charmingwall.com))

**Dr. Doormat** – Featured in the *New York Times* as a new way to expel germs, Dr. Doormat is the first antimicrobial treated doormat that helps keep your family safe by reducing bacteria from foot traffic by 83 percent. ([Drdoormat.com](http://Drdoormat.com))

**Hard Candy** – This trendy makeup contains a concoction of colors that has graced the gift bags of the 2010 Grammys and was used by celebrity makeup artist Maital Sabban for musicians Shiny Toy Guns. ([Hardcandy.com](http://Hardcandy.com))

**Macadamia Natural Oil** – Macadamia Natural Oil has hair begging for its natural rejuvenation and hair maintenance qualities and has *Nylon* Magazine going nuts over the hair care products. (Macadamiahair.com)

**Meridane Designs** – The ‘What U Love’ symbol was created by superimposing all the letters of the phrase “Love is all U need” into a beautiful letter puzzle piece of jewelry. (Meridanedesign.com)

**Micci Micci** – From the author of [The Woman Road Warrior](#), Traveler-In-Chief Kathy Ameche has created stylish post 9/11 travel accessories to help keep valuables from being swallowed by X-ray machines and feet clean from airport and airplane floors. (Miccimicci.com)

**Monkey Design** – Modern origami in a postcard, Monkey Design’s paper craft model postcards amuse recipients while it’s folded to one of its 130 different shapes. (Monkeydesignusa.com)

**Natural Contours** – Mentioned in *Marie Claire* and checked out by Paula Abdul, Natural Contours is an intimate massager for women designed to appeal to conservative and mainstream couples who wouldn’t shop in a sex store. (Natural-contours.com)

**Palm** – The extraordinary phone for today’s extraordinary lives, Palm smart phones connect the different facets of life allowing a faster and more useful way of organization. (Palm.com)

**Pirate’s Booty** – A signature mix of air-puffed rice and corn with aged cheddar makes for a delicious, healthy snack. (Robscape.com).

**Presents for Purpose** – Featured in *InStyle* magazine, Presents for Purpose sells high end gifts that give to a charity of choice upon purchase. Their fan club includes rocker Alice Cooper and it is the official charity of Consumer Product Events. (Presentsforpurpose.com)

**PUR Water** – Known throughout the world for its water filtration expertise, the latest PUR one-click filtration device helps remove 99% of lead and other microbial cysts and bring water back to its purest form. (Purwater.com)

**Pure Inventions** – These health accessories are a pure liquid shot of concentrated teas and antioxidant fruits that help contribute to a healthier lifestyle bringing forth a revelation to hydration. (Pureinventions.com)

**Scare Me Nots** – These award-winning children’s toys help conquer the fear of the night and allow untroubled sleep while the Scare Me Nots are on the prowl for all bedtime “scaries” that go bump in the night. (Scaremenot.com)

**Scott’s Liquid Gold** – After 50 years of unique and innovative business practices, Scott’s Liquid Gold uses their organic oil formula to magically renew wood’s natural color and restore wood to pristine condition. (Scottsliquidgold.com)

**Serenity Jewelry Designs** – A spiritually-inspired line of jewelry with designs from indigenous cultures of Egypt, Africa and yogic traditions using semi-precious stones and sterling silver. (Serenityjewelrydesigns.com)

**Shoe Angels** – Shoe Angel's transparent protector keeps trendy and chic heels scuff-free, defending shoes from driving wear. (Myshoeangels.com)

**Smartbox** – Smartbox™ is a luxurious, customized gift package that offers a catalogue of themed activities from rock climbing adventures to a relaxing spa treatment with partners throughout the U.S. (Smartbox.com)

**Trashy to Trendy** – This line of eco-friendly accessories repurposes plastic bags into trendy, one-of-a-kind arm-candy creations with celebrities like Leonardo DiCaprio, Justin Timberlake, and Courteney Cox laying claim to one. (Sheilaodessey.com)

**VerTerra** – An innovative, all-natural line of compostable dinnerware made from just fallen leaves and water. (Verterra.com)

**Vivabox** – A customized gift concept that takes the dilemma out of present giving. Two-layered themed boxes feature a gift to familiarize the recipient with the product and a gift card that can be redeemed from a menu of choices (Vivaboxusa.com).

"I created these events to help reporter's source great products and meet the entrepreneurs behind them at one time and in one place," said Consumer Product Event's founder, Alyson Dutch. "For products, there isn't anywhere in the US where one would find all these reporters at once and no publicist who would ever give away their contacts, but that's what we do!"

Consumer Product Events ([www.consumerproductevents.com](http://www.consumerproductevents.com)) connects consumer-packaged goods with the press who are looking to report about them. Created by a PR veteran whose clients have included everything from Champagne Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting and Michael Douglas -- we know how to get the media's attention. The series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters. Showcasing product with Consumer Product Events can save more than 95% of a yearlong PR budget. The most highly targeted PR investment available, our events cover over 15 industry categories and expose product to the most influential reporters in just one day.

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