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FIRST LEFT COAST 'HOLIDAY GIFT GUIDE' @ THE VICEROY Revolucinary Tequila to Celebrity Designed Bras for LA-Based Press on June 24

(Los Angeles, CA, June 19, 2009) – On June 24th at the Viceroy Hotel in Santa Monica, a new recession busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase 20 consumer products and services for the Left Coast press who are looking for “holiday gift guide” products for their Winter reporting. The first time a tabletop media introduction service has popped up in Los Angeles, the “Holiday Gift Guide Gear” event is one of 10 more Consumer Product Events planned through 2009. Consumer Product Events was developed to save marketers the costs of a full year-long PR retainer by introducing them to all the reporters they need to know in one day.

The showcased products at the “Holiday Gift Guide Gear” event include:

- Aden + Anais – luxurious, comfortable swaddling cloths and baby hooded towels designed with your baby’s comfort in mind (adenandanais.com).
- BevWizard – a wine gadget that smoothes the tannins in young wine with a patented aerated technology, making the wine taste better in minutes (bevwizard.com).
- Buddy Bike LLC - a special needs tandem bicycle (buddybike.com).
- Deborah Lindquist Fashions - recycled cashmere couture worn by Gwen Stefani, Demi Moore, Paris Hilton and Charlize Theron (deborahlindquist.com).
- Inca Mama Textiles - maternity sweaters woven from Peruvian alpaca wool and bamboo fibers. (incatextiles.com).
- Intentional Chocolate™, is a conscious, for-profit company founded in 2007, who is a leader in the revolutionary field of intention-enhanced food and is focused on delivering sustenance that nourishes both body and spirit (intentionalchocolate.com).
- IrisWork - the fine art photography of celebrity photographer, Olivier Pojzman, his forced perspective panoramas of the Southern California seascapes, deserts and cityscapes are stretched on canvas. (iriswork.com).
- Jessica Cosmetics – the “Manicurist to the Stars” created this line, now offered in over 28 countries (jessicacosmetics.com).
- Lady Fortunes Inc –imaginative, high quality cookies and confections that are special made with your photo or company logo etched into the icing (ladyfortunes.com).
- M Edge Accessories - Luxe leather covers for e-readers, including the Amazon Kindle, Sony Reader, iRex, iLiad, and Bookeen Cybook (buymedge.com).
- Mabel’s Labels – customized fashionable cloth, iron-on and dog-tag styled labels for the stuff kids lose (mabelslabels.com).

- Magellan GPS – the innovator of the portable GPS navigation system (magellangps.com).
- Malibu Toffee –Malibu denizen Sheri Swist’s homemade toffee wowed her son’s father, former L.A. Laker Norm Nixon, so much that it became a sweet legend of the seaside hamlet (malibutoffee.com).
- Milena’s Boutique – the former celebrity masseuse turned her healing talents into a line of aromatherapy soy candles and luxe body butters, scrubs, perfumes and bath teas (milenasboutique.com).
- Pirate’s Booty – signature mix of air-puffed rice and corn with aged cheddar (robscape.com).
- PopChips – non-fried, non-baked delicious (yet healthy) chips (popchips.com).
- Presents for Purpose - stylish and meaningful apparel, jewelry, accessories and gifts that allow you to give back to the charity of your choice (presentsforpurpose.com).
- Sassybax – created by actress Amanda Kennedy, Sassybax were the world’s first bras to eliminate visible bra lines and now feature a full line of women’s shape wear fashioned from a delectably soft, 360-degree atented knitfabric (sassybax.com).
- SukiFresh – a strikingly-chic designed line of semiprecious cut stones strung on gold and silver wire (sukifresh.com).
- Teen with a Dream - a charity founded specifically to enrich the lives of pediatric cancer patients through specialized social, educational, and financial programs (teenwithadream.org).
- Tequila Revolucion – this ‘new tequila for a civilized world’ has been an authentic agave treasure of Mexico for 15 years and is just now arriving in the U.S. (tequilarevolucion.com).
- Usana - science-based health and beauty products USANA(r) Nutritionals, USANA Macro-Optimizer Foods, and Sensé beautiful science™ are designed with the health-conscious (usana.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).
- Your Baby Can Read – An early language development system that guides infants through early literacy skills and stimulates parent-child bonding through education (yourbabycanread.com).

“Los Angeles is the second largest media market in the U.S.,” said Alyson Dutch, Founder of Consumer Product Events. “Unlike New York, this city had no mechanism to help the press here who need content for their special issue reporting. This became the inspiration for the creation of this company.”

Consumer Product Events (www.consumerproductevents.com) connects consumer packaged goods with the press who are looking to report about them. Created by PR veterans whose clients have included 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. Our 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 your product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters and best of all. Showcasing your 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 your product to up to 100 influential reporters in just one day.

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