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**HOME, LUXURY AND ACCESSORY PRODUCTS FOR PRESS ONLY
FEBRUARY 17 @ VICEROY FROM 2-6 PM
Breast Friendly Massage Tables, Bacteria Killing Water, Fine Art from Celebrity
Photographers and More**

(Los Angeles, CA, February 16, 2010) – On February 17, 2010 from 2 to 6 pm at the Viceroy hotel in Los Angeles, a new recession busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase Home, Luxury and Accessory products for the Los Angeles press who are gathering content for their reporting. “Home / Luxury / Accessory Gear” is one of the Consumer Product Events that are planned throughout each year where only 20 products are introduced to 40-70 reporters in 1 day. 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 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” and “Tech Gear” events.

The showcased products at “Home / Luxury / Accessory Gear” includes:

Activeion – The hand-held sprayer uses an ionized process to transform tap water into a powerful bacterial and viral cleaner that works as well as, or better than, other general-purpose, commercial chemical and "green" cleaning products. (activeion.com)

Contour Tables Systems Inc. – Endorsed by Dr. Patterson, a U.S. News **Best Doctor in America** (2003-2006), the Utopian massage table is a revolutionary design that relieves the pressure on women’s breasts to maximize comfort during massages. (contourtablesystems.com)

DS International, Inc – For 20 years, DS International has innovated eco friendly electricity solutions for the home and institutions that range from Arizona State University to the U.S. Air Force. (dsi-usa.com)

Fresh Throne – A natural and biodegradable revolution in odor control, Fresh Throne creates a “film” to trap odors from permeating the room when sprayed on water. Fresh Throne keeps your “throne” fresh. (freshthrone.com)

Ion Ways – The #1 water ionizer in the world, Ion Ways products decrease oxidants in your water to improve overall effectiveness of the body and increases the body’s defense against natural harmful agents. (ionways.com)

IrisWork – The fine art of celebrity photographer, Olivier Pojzman, Irisworks stitch together 12-20 individual shots of striking seaside's, deserts and cityscapes into a forced perspective panorama and then are stretched onto canvas.(irisworks.com)

Jeanie Madsen Gallery – The Jeanie Madsen Gallery awes and inspires through works of art from contemporary artists to create an incomparable experience that displays the true meaning of artistic expression. (Jeaniemadsengallery.com)

Relief Mart – From soy foam pillows to pet-pedic beds, Relief Mart is recommended by the author of the #1 back pain site memoryfoammattress.org. Dr. Rick Swartzburg D.C., offers products to help improve health and reduce stress (reliefmart.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)

VerTerra: Eco friendly dishware made from fallen palm leaves that have been pressed together using a unique chemical-free bonding system. (verterra.com)

“Los Angeles is the #2 media market in the U.S.,” said Alyson Dutch, Founder of Consumer Product Events. “We have created these events to help companies access the hard-to-reach Los Angeles-based reporters and news influencers. From the journalist side, we are making it easy for them to find products they need in one place at the time they need content for their roundup stories.”

Consumer Product Events (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. 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 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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