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FIRST 'NUTRITION AND FITNESS' CONSUMER PRODUCT EVENT @ THE DELFINA

DreamFields Pasta, Lupus International &

Other Nutrition and Fitness Must Haves Showcased on September 16th, 2009

(Los Angeles, CA, September 15, 2009) – On September 16th, from 10 am to 6 pm at the Delfina Hotel in Santa Monica, a new recession busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase consumer “Nutrition and Fitness Gear” products and services for the Los Angeles press who are looking for content for their January and Spring 2010 “get back in shape” reporting. The service premiered in Los Angeles earlier this year with the wildly successful “Holiday Gift Guide Gear” event in June, and an equally successful “Beauty Gear” event in New York. The “Nutrition and Fitness Gear” event is one of three more Consumer Product Events that are 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 meet in one day.

The showcased products at the “Nutrition and Fitness Gear” event include:

All One – Powdered vitamins that provide a daily nutrition regimen that is easy to take, readily used by your body, supports optimum health and improves your quality of life.

Blurb.com – A creative publishing service simple and smart enough to make anyone an author – every blogger, cook, photographer, parent, traveler, poet, pet owner, marketer, everyone (Blurb.com).

Break Free from Anxiety – A nutrition-based approach that gets to the root cause of anxiety, panic attacks, and depression (anxietybreakfree.com).

Coherence Resources Inc. – Provides products to optimize personal and professional wellbeing (dissolvestressnow.com).

DreamFields Pasta – Pasta made from the finest durum wheat semolina to give you delicious old-world taste and al dente texture for special pasta dishes. DreamFields is the perfect pasta for health conscious pasta lovers (dreamfieldsfoods.com).

DrinkAbles – Drinkable nutritional supplements that contain essential vitamins and nutrients (drinkables.com).

Estrella – Natural dental care that effectively freshens breath, helps maintain healthy teeth and gums, and enhances tooth brightness (estrellabrite.com).

FORM to Live – Created with a passion to help people develop movement flow unique to their physicality with Scripture that speaks most deeply within them (studioignite.com).

GEM, Keep it Cool – Helps women with stress relief, aging, mental acuity and bone strength (drinkgem.com).

Hovan's Group – A highly respected, diversified national enterprise with one or more products in Beauty Salons/Spas throughout Australia and New Zealand (hovansgroup.com).

Innovative Beverages - Provides excellent, great-tasting healthy beverage products and concepts that refresh, protect and invigorate the mind and body.

Lupus International – An organization which focuses on alleviating suffering for lupus patients through patient services, awareness promotion, and to eradicate lupus by supporting lupus research (lupusinternational.com).

MiracleSuit – A unique and innovative swimsuit that contours, shapes, slims and firms the body (miraclesuit.com).

Mt. High Ski Patrol – The team of first responders who aid in stabilizing and getting guests off of the hill who have experienced an accident or medical emergency. The team consists of up to 80 volunteer lay people from every walk of life.

Rise-N-Shine – A new, all-natural dietary supplement specially formulated to be taken before you go to sleep at night (wakeuptime.com).

ROM – A four-minute non-impact cardio, resistance and flexibility workout machine (fastexercise.com).

Wellness with Rose – A natural health and nutrition tips website.

“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 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 your product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters. 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.