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

**FIRST 'VALENTINES DAY GEAR' CONSUMER PRODUCT EVENT @ THE VICEROY  
Hallmark Cards, the Screaming O &  
Other Valentine's Day Must Haves Showcased on August 27, 2009**

(Los Angeles, CA, August 24, 2009) – On August 27<sup>th</sup>, from 10 am to 6 pm at the Viceroy Hotel in Santa Monica, a new recession busting PR tool called Consumer Product Events ([www.ConsumerProductEvents.com](http://www.ConsumerProductEvents.com)) will showcase consumer “Valentine’s Day” products and services for the Los Angeles press who are looking for content for their February roundup product 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 “Valentine’s Day Gear” event is one of four 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 “Valentine’s Day” event include:

**AF<sup>2</sup> Chocolatiers** – Auntie Frűf’s Aahsome Fűdge: handmade, bite-size chocolate fudge confections produced in small batches using only the finest, freshest ingredients. Each piece can only be described as *pure indulgence*.

**CelebriDucks** – Retro rubber duck collectibles for the grown up collector ([celebriducks.com](http://celebriducks.com))

**Designs by Winifred** – Fine jewelry with meaning customized with jewels to support health, healing, and the experience of joy. ([designsbywinifred.com](http://designsbywinifred.com))

**Hallmark Cards** – Best known for greeting cards, Hallmark also includes paper party supplies, gifts and wrapping paper, ornaments and decorative items for the home ([hallmark.com](http://hallmark.com)).

**Hotel Chocolat** – A British-owned phenomenon brazenly committed to real, authentic chocolate, passionately devoted to re-establishing the reputation of British chocolate ([hotelchocolat.co.uk](http://hotelchocolat.co.uk)).

**Iron Horse Wines** – One of Sonoma County’s most prestigious, small, independent, estate, family owned wineries ([ironhorsevineyards.com](http://ironhorsevineyards.com)).

**KC Tees**—hirts about what is important in the world today: Paz (Peace), Amor (Love), Fe (Faith), Belleza (Beauty), Unidad (Unity) and Esperanza (Hope) ([kclosangeles.com](http://kclosangeles.com)).

**Magellan GPS** – The innovator of the portable GPS navigation system for the lover in your life who refused to ask for directions ([magellangps.com](http://magellangps.com)).

**Lady Fortunes** – True gourmet giant hand-dipped & decorated fortune cookies with a personalized message inside ([ladyfortunes.com](http://ladyfortunes.com))

**Natural Contours** – Intimate massagers for women in a discrete styling designed to bring a woman pleasure or enhance a couple's intimacy and communication ([natural-contours.com](http://natural-contours.com)).

**Not Just Any Old Day** – A silver jewelry keepsake marked with a genuine Swarovski crystal on the month and day of your choice, perfect for birthdays, weddings, and anniversaries.

**Pirate's Booty** – Signature mix of air-puffed rice and corn with aged cheddar ([robscape.com](http://robscape.com)).

**Pop Art Creations** – Custom designed jack-in-the-boxes featured on the Ellen Degeneres show. ([popartcreations.com](http://popartcreations.com)).

**Presents for Purpose** – Provides stylish and meaningful apparel, jewelry, accessories and gifts that allow you to give back to the charity of your choice ([presentsforpurpose.com](http://presentsforpurpose.com)).

**Tasty Clouds** – A local Los Angeles Cotton Candy Company inspired by a pregnant woman who was craving for freshly made cotton candy ([tastyclouds.com](http://tastyclouds.com)).

**The Fry Girl Inc** – Fun and as “healthy as possible” fun fried foods ([thefrygirlinc.com](http://thefrygirlinc.com)).

**The Screaming O** – The new, fun trend in adult toys, the Screaming O is a terrific product to help couples achieve greater intimacy and pleasure. ([thescreamingo.com](http://thescreamingo.com)).

**The Chocolate Traveler** – The first authentic European style chocolate to be offered in a portion-friendly serving size - the Wedge, and the first to be available in a truly portable package designed for traveling with chocolate - a tin ([thechocolatetraveler.com](http://thechocolatetraveler.com)).

**Whodidily** – Pure imagination with a bit of cupcake couture, their style tends to be “Willy Wonkaish” with a dollop of Dr. Seus([whodidily.com](http://whodidily.com)).

**Zestra** – the first, topically-applied product established in clinical trials to improve a woman's level of desire, arousal and sexual satisfaction ([zestra.com](http://zestra.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](http://www.consumerproductevents.com)) connects consumer packaged goods with the press who are looking to report about them. Created by PR a veteran 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.