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**TOP WEDDING PRODUCTS FOR PRESS ONLY FEBRUARY 24 FROM 2-6 PM
RRIVREWORKS TRANSFORMS VICEROY HOTEL SANTA MONICA
Celebrity Gown Designer, Bridesmaids Dresses to Die for Even Customized Wedding Songs**

(Los Angeles, CA, February 23, 2010) – On February 24, 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 Wedding products and services for the Los Angeles press who are gathering content for their wedding reporting. “The Roy Disney of Events,” Rrivre Davies, who is just coming out from under the radar, will transform the Bristol Room of the Viceroy Hotel in Santa Monica for the event. “LA Wedding Gear” is one of the Consumer Product Events that are planned throughout each year where only 20 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 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 the Wedding event include:

BreathGemz – From the makers of BreathAssure, BreathGemz uses the same patented parsley oil that stops mouth odors in the stomach to create the most effective natural breath freshening products available. (breathgemz.com)

Cake Divas – When Leigh Grode, owner of Cake Divas, isn’t hosting “Ultimate Cake Off” on TLC, she is busy with Cake Divas designing colorful creations and building monuments out of cake to create a “drool & awe” effect. (cakedivas.com)

Claudia Endler Designs – Leading the charge against mundane jewelry is Colored Stone Magazine’s favorite designer Claudia Endler. Combining elements from graphic design and architecture, Claudia Endler matches the distinct subtleties of an individual to the jewelry worn. (Claudiaendler.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)

Deborah Lindquist Fashions – Showcased in numerous magazines including Lucky, Elle and In Style for her celebrity wedding gowns, Deborah Lindquist's eco-conscious and cutting-edge designs, featuring vintage cut cashmere, have made her one of LA's most sought after environmentally conscious designers. (deborahlindquist.com)

Felice Keller Productions – Felice Keller Productions succeeds when words fail as they create magical moments through music with the help of today's most successful songwriters whose songs have been recorded by Frank Sinatra, Faith Hill and other musicians. (felicekeller.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)

Joanna August – Joanna August left her executive job in the entertainment industry to create exquisitely modern bridesmaids dresses that have a long and loved life after the wedding, Her slinky charmeuse and silk chiffon frocks are sought after by red carpet goers such as actress Malin Ackerman. (joannaugust.com)

MatchMatrix.com – Seen on Facebook's "Best Friends and Lovers" application, this scientifically proven system delivers breakthrough information of how people connect romantically and professionally at their core energetic level. (matchmatrix.com)

Plush Puffs – When they aren't in Jessica Alba's mouth or on Food Networks Unwrapped, these gourmet marshmallow treats are available in a variety of different flavors and can be enjoyed on its own or with other recipes. (plushpuffs.com)

Purse Skin Care - A beautiful collection of the most results-oriented, highly effective and innovative products and services available today without a prescription. Pursue's "Quinta-Peptide™ Youth Restoration Series of products and services complements our existing line of cleansers, moisturizers, creams, masques, scrubs, purifiers and peels, enabling you to "*Pursue The Skin You Dream Of.*" (pursueskincare.com)

Rivire Works Designs – Coming out from under the radar, décor designer / environment engineer extraordinaire, Rivire Works convertible event furniture, lighting, ironworks, and event fabrications fill 30,000 sq. ft. of warehouse space. The "Roy Disney of Events," Rivire Davies clients include film studios to major celebrities (rivireworks.com)

Smartbox - A new customized gift concept wrapped up in a luxurious package. In each of these packages, Smartbox™ has selected unique activities, charming destinations and quality spas and institutes. (smartbox.com)

The Fresh Diet – Created by a Le Cordon Bleu trained chef, The Fresh Diet is an innovative system that matches dieticians and online planners with clients to create customized meals crafted not only to dieting needs, but taste buds. (thefreshdiet.com)

"After launching celebrity wedding designer Colin Cowie's career in 1994 and working with many other wedding products over the years, the wedding business is still growing," said Alyson Dutch, Founder of Consumer Product Events. "Now at \$72 billion per year, this industry is astonishing. Even with the economic downturn, the average spent on a wedding has been at the \$20,000 mark for many years. I 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. 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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