



PRWeb: RSS and Content Syndication





PRWeb® has offered free online press release distribution services since August 1997. Since then PRWeb® has gradually made the transition to a fully integrated press release newswire service. We are the largest Newswire catering to small and medium sized companies and organizations and one of the largest online press release newswires.

Our editors review thousands of press releases each week for distribution through the PRWeb® Newswire services.

As innovators and the acknowledged leader in online press release distribution since 1997, PRWeb has provided a simple, easy to use platform to ensure you get your message to the media and the masses. PRWeb has changed the way businesses, marketing departments and public relations firms think about press releases. Once a tool used exclusively for communicating with the media, PRWeb was the first company to develop a distribution strategy around direct-to-consumer communication.

A partial list of industry innovations include:

- * First free online press release distribution engine*
- * First in search engine optimized (SEO) press release formatting*
- * First in direct-to-consumer distribution of press release content*
- * Fully-integrated press content (press release and attachments) in a search-engine friendly format*
- * First free, search-engine optimized photowire*
- * First to provide RSS-enabled press releases for easy syndication*
- * Only press release distribution engine to provide TrackBacks for social commentary from blogs & websites*
- * First with news and search engine friendly embedded links*
- * Strategic partnerships with online partners who position your press release content at the forefront of the markets you aim to penetrate*
- * Exclusive "Fair Commerce" contribution system provides worldwide distribution of your PR for a fraction of the traditional costs*
- * Developed from the ground up as the most search engine optimized press release and content distribution platform in the world*

Take PRWeb® for a Test-Drive Today.

All press release newswires talk a good game - but we'd like to prove to you how effective PRWeb® will be to your online visibility goals. Whether you're a Fortune 500 firm or a single person startup, PRWeb will provide you the platform, tools, instruction and personal support to start, build and manage your PR Campaign. Please email or give us a call and one of our friendly editors will help you get started. Whether you want to dominate your market or just make a little noise, PRWeb is here to help you thrive in the marketplace, and with the media. If you are a public relations firm new to PRWeb, we have a special program for you. Please call Joe Beaulaurier (360-312-0892 ext. 3617) to learn if you qualify for a risk-free introduction to the PRWeb platform.



Temporary Emergency Room Gets Fresh Air: St. Louis Children's Hospital Uses BEAM HEPA Filtration to Comfort Flu Victims

HEPA Filtration System designed to improve the air in the home is being used to remove pollutants in Emergency Room overflow tents.

(PRWEB) November 7, 2009 -- The same type of air filtration that is improving the air quality of a growing number of today's homes is now helping to relieve symptoms of allergies, asthma and other chronic breathing problems for patients at St. Louis Children's Hospital.

With Emergency Department visits soaring by 30 percent this fall and the prospect for even more traffic from H1N1 patients, the hospital erected two tents in a parking ramp adjacent to the ER to handle anticipated overflow. Each of the 19 by 35-foot tents supplied by the St. Louis Area Regional Response System is ventilated, wired for telephones and electricity and equipped with [BEAM HEPA Air Filtration](#) Systems.

Emergency room visits have been soaring in recent weeks, averaging more than 200 patients per day since September. The tents give the hospital some breathing room to handle as many as 40 additional patients per day.

Among the challenges the hospital faced was creating an acceptable environment in the tents to treat patients. The parking garage location added to the challenge because the tents would be directly exposed to the outside air and the dust, vehicle emissions and allergens that would infiltrate the tents every time the door opened.

Stuart and Susan Krawll, owners of BEAM of St. Louis, the area's largest central vacuum and air filtration system dealer, and long-time supporters of St. Louis Children's Hospital, believed BEAM HEPA Air Filtration Systems offered a solution that would improve the air quality in the tents and thereby help relieve patients' symptoms as soon as possible. They worked with the Children's Hospital's facilities team to install a system for each tent.

"In the installations we have done in homes in the St. Louis area, the BEAM HEPA Air Filtration Systems dramatically reduced airborne particulate counts in every case," says Stuart. "We knew they could achieve similar indoor air quality improvement in the tents."

The BEAM systems provide three stages of filtration: a first stage that removes larger particles and volatile organic compounds (VOCs), a second stage HEPA filter, and a carbon filter that removes additional particulates.

To confirm the systems would meet the challenge, hospital officials conducted two particulate counts in each tent, one prior to turning the system on, and the other after the system had been operating for three hours. In one tent, the test showed a 38 percent decrease in particulates of 0.5 microns or larger from 2,867 particles before the system was activated to 1,755 particles afterward. Readings from the second tent registered a 47 percent reduction from 1,207 particles before the system was turned on to 639 particles after.

More sensitive particulate counters that can measure particles of 0.3 microns or larger showed the systems removed more than 70% of particulates from each tent.



The St. Louis Children's Hospital systems marked the second time BEAM HEPA Filtration systems were brought in to improve air quality for temporary hospital settings. Officials at a Toronto hospital relied upon the systems in 2007 to minimize the spread of the SARS virus.

For more information about BEAM HEPA Filtration Systems, visit www.beam.com

###



Contact Information

Bill Brewer

515-244-4456

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Detroit Edison Credit Union and NuUnion Credit Union Announce Intent to Merge

Several additional steps needed to gain full approval

Lansing and Plymouth, Michigan (Vocus) November 6, 2009 -- The Boards of Directors of Detroit Edison Credit Union headquartered in Plymouth, Michigan and NuUnion Credit Union headquartered in Lansing, Michigan have approved an “intent to merge agreement” between the two organizations, the first formal step in the merger process. Now the state and national regulators, Office of Finance and Insurance Regulation and National Credit Union Administration, Federal Trade Commission, and Department of Justice, and NuUnion Credit Union members must approve the agreement before it can be finalized.

The merger of Detroit Edison Credit Union and NuUnion, two independently strong and stable credit unions, would create great opportunities for both memberships, including improved convenience and best-in-class products and services, as well as increased operational efficiencies and greater financial strength and resources.

Like other mergers, when two credit unions come together, they do so after recognizing the benefits that can be realized as a result of joining forces. However, unlike typical bank mergers, no money is exchanged and, in this case, the two organizations would partner to form a new organization which best serves both sets of members.

Detroit Edison Credit Union and NuUnion bring diverse geographical community charters, which would create wider access for both memberships. NuUnion’s 28-county community charter extends membership eligibility to nearly everyone in the southern half of Michigan’s Lower Peninsula, excluding the metropolitan Detroit area. Detroit Edison Credit Union’s community charter includes the metropolitan Detroit area as well as eight counties from as far northeast as St. Clair County to southwest Lenawee County.

The name of the combined credit union would be Lake Trust Credit Union™ – a representation of the organization which would stretch from Lake Michigan to Lake Huron and Lake Erie, based on the combined fields of memberships of both organizations and the continued priority of building strong trust-based relationships with members. Both Boards of Directors, nine members each, would be combined to form a Board of Directors of 18. NuUnion’s CEO Stephan L. Winner would be the CEO of the new organization and Detroit Edison Credit Union’s CEO William J. Thiess would be the President.

“This is a unique time in the history of our economy, and it’s created some new opportunities for two strong credit unions like NuUnion and Detroit Edison Credit Union,” said Stephan L. Winner, President and CEO of NuUnion Credit Union. “While we’ve seen increased competition within the credit union industry, we’ve seen banks take a step back. We know we have a great opportunity to step ahead for our members. The values of our two organizations are aligned and our members-first philosophy was the basis of this potential partnership – more for the member. That’s the only reason to pursue something like this. This is great for our members.”

“This is an exciting opportunity for two financially strong and healthy credit unions to combine resources and



capabilities to better serve both memberships,” said William J. Thiess, CEO and President, Detroit Edison Credit Union. “Together we gain greater efficiencies which allow us to expand and enhance products and services and better meet the financial needs of both memberships.”

Member benefits for a combined organization of Detroit Edison Credit Union and NuUnion include:

- Long-term confidence in the strength of their credit union with greater capital and resources.
- Increased operating efficiencies through combined systems and support networks.
- Increased convenience through expanded branch and ATM locations in more communities where members live and work.
- Enhanced best-in-class deposit and loan products and services.

Specific member benefits for each respective membership are available at detedcu.org and NuUnion.org. There are no immediate changes that will impact member accounts.

Winner continued, “This is not a done deal, we need NuUnion members to agree with us – that they’d like to see the benefits we’re offering. We strongly believe in the opportunities that would be provided through improved access, enhanced products, and cost efficiencies. It’s our job to clearly convey that to our members.”

“We strongly believe the benefits to the memberships far outweigh the initial costs to join together,” said Thiess. The combined assets of the organizations would be \$1.5 billion – placing Lake Trust Credit Union™ in the top 1% of credit unions nationwide and the 4th largest credit union in Michigan in terms of asset size while creating the opportunity for the organization to gain substantial savings through economies of scale.

Established in 1944, Detroit Edison Credit Union is a \$681 million state-chartered credit union headquartered in Plymouth, Michigan originally serving the employees, retirees, and contractors of DTE Energy and family members. In November of 2007, Detroit Edison Credit Union completed a purchase and assumption of Huron River Area Credit Union which is now operating as Huron River Financial, a division of Detroit Edison Credit Union. Also at that time the charter of Detroit Edison Credit Union was expanded to serve anyone living, working or worshipping in the counties of: Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne. Detroit Edison Credit Union serves more than 66,000 members at eight branches in Ann Arbor, Auburn Hills, Brighton, Center Line, Chelsea, Detroit, and Howell. More information can be found at detedcu.org.

NuUnion was established in 1952 by State of Michigan employees. Today, over 91,000 members strong, NuUnion serves members at 14 branches, including eight locations in Lansing, two in Mt. Pleasant, and four in west Michigan. With \$839 million in assets, NuUnion is a strong, financially stable organization with a rich history in community outreach and partnership. NuUnion has a 28-county community charter, and can serve anyone living, working, attending school or worshipping in most mid-Michigan counties. More information can be found at NuUnion.org.

###

Contact Information

Danielle Brehmer

NuUnion Credit Union

<http://www.NuUnion.org>

517.267.7239

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





In Recognition Of November, National Alzheimer's Month, New Product That Comforts Alzheimer's Caregiver Patients Introduced

Founder Patricia Bailey launches NEW senior care brand, at www.AdvanceComfort.com with help in managing those with Alzheimer's.

Dallas, TX (PRWEB) November 7, 2009 -- How do we care for our loved ones who have Alzheimer's? How can we hold on to the memories of our loved ones as they descend into the fog of Alzheimer's?

These questions take on more urgency during November, National Alzheimer's Month and view recent studies that confirm the grim reality; more than 115 million globally, will contract Alzheimer's disease by the year 2050. This figure is more than what was originally predicted, making this an unfolding family tragedy.

With millions of families impacted by this deadly disease -- that statisticians confirm will outpace earlier projections -- the challenge of holding on to the memories, managing Alzheimer's, and finding ways to reach a loved one becomes very real.

Marketing maven Patricia Bailey struggled with this dilemma as she watched, with despair, as her once-vibrant mother sunk deeper into the black hole of Alzheimer's. As her caregiver and loving daughter, Pat was desperate to find a way to humanize her to the medical staff treating her. At the same time, she sought to find a way to connect with her, in spite of her prognosis and deteriorating condition.

Parlaying her marketing strengths, driven by the purity of a daughter's love, and inspired by her devotion to God, Bailey created Advance Comfort™. The line of products found at www.AdvanceComfort.com humanize the Alzheimer's patient, inspire and uplift all involved in the loved one's care, and help the medical staff reach those with Alzheimer's.

The flagship item in the line found on www.AdvanceComfort.com is the Managed Care Lifestyle Poster. HIPAA sensitive, no last name or year of birth allowable, an Advance Comfort™ Managed Care Lifestyle Poster combines lifestyle information (place of birth – career- siblings, children, life milestones, etc) with artwork indicative of their special interest. The information is presented in a colorful, vibrant poster format and placed in organized, easy to understand fields.

By drawing from the information contained on the poster, the staff can learn information on family member's elderly love ones when they transition to a nursing home or assisted living environment. And, by relying on this information, the family member is viewed as a human being with a background of wants, loves and desires as opposed to a "patient in Room 3B."

The nuggets of information and anecdotal snippets that the Advance Comfort™ Managed Care Lifestyle Poster provides, opens up a window, helps staff connect with the loved one and keeps the family love link strong. This allows the care giving staff/medical and emergency staff to view KEY LIFESTYLE FACTS of which they then use to engage the resident/patient. This creates greater social exchange and dialogue which ultimately helps builds GREATER relationships and dialogue built on caring, which relaxes the resident/patient and builds a GREATER

sense of trust.”

Pat says the Advance Comfort™ products, when placed in the elder’s room, “Provide a gentle reminder about the uniqueness of one’s family member. This enables the medical staff attending to your family member have some insight into your loved one so caregivers can feel at ease and comfortable as they engage in dialogue.”

Bailey acknowledges that caring for an Alzheimer’s patient is daunting and sometimes frustrating. This is exacerbated if the patient has no insight into the patient. However, she says, the Advance Comfort™ products encourage pleasant dialogue and social exchange. This makes it easier for staff and family.

In a dramatic endorsement of the line’s power to connect, Bailey recalls that her mother’s favorite singer was Brook Benton. This was documented on her Advance Comfort™ poster. “When the staff learned this, they began continually playing Brook Benton songs in her presence,” recalls Bailey. “This sparked something in my Mother that was soothing and comforting and helped lift the veil of Alzheimer’s. This also helped Mom return to her younger days as Alzheimer’s patients tend to do. However, this was a positive sign and helped with her treatment.” Bailey added that others have found the posters comforting:

"It is comforting to know, in so many ways, that Advance Comfort™ via www.AdvanceComfort.com is there for my Mother and my family." -- Darlene Greene – President – Ina Mae Greene Foundation

“The Advance Comfort™ Managed Care Lifestyle Poster at www.AdvanceComfort.com chronicles a patient's life. It also captures ways to reach a patient in creative ways. And it provides some solace for the family who struggle with Alzheimer’s but find comfort in the Poster for recreating memories. It helps everyone because it is a gift rooted in love and in hope. It is a source of joy that produces a glimmer of light against the ravages of this disease. And, when faced with this daunting disease, Advance Comfort offers the type of support so vital to all touched by Alzheimer’s.” -- Melody McDowell - Melody Service – Chicago, IL

“As a Pastor, I am becoming more and more aware of Alzheimer’s and other elder related diseases among my church members and the senior loved ones in their lives. Advance Comfort™ provides information and tools on caring for the aging I can share with my congregation and staff ministers.” -- Pastor Lawrence Robinson – The Potter’s House of Dallas

“Alzheimer’s is devastating not only for the patient but for the families as well. As a therapy provider it is often a struggle to find out what words or memories may ease our patient’s fear of seeing new faces and being in an unfamiliar environment. Lifestyle Posters now offer healthcare providers a beautifully therapeutic means of insight into the lives of our patients who are otherwise not in the position to verbally recall information such as names of family members or favorite memories. I’m sure other healthcare disciplines from Occupational Therapy to Nursing will no doubt find them the most helpful tool we’ve seen in the industry in a very long time!” -- B. Williams - COTA/L - Occupational Therapy



Advance Comfort™, a Texas-based corporation was founded this year by Patricia Bailey who says the company puts God's families first. The company's mission is to develop soothing life enhancing caregiver and consumer product solutions, tools and services that help caregivers help care for others. The posters can be purchased online for \$45.00. For more information, and to purchase products online, log on to www.AdvanceComfort.com.

###



Contact Information

Patricia Bailey

Advance Comfort

<http://www.advancecomfort.com>

8172878715

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Visual Rules Enterprise Platform 4.6 - Importing Decision Logic Created in MS Excel

Robust new features have been introduced in this Visual Rules version to enable the business with powerful new tools and functionality.

Immenstaad, Germany and Chicago, IL (PRWEB) November 7, 2009 -- Innovations Software Technology Corp., a leading provider in the market of Business Rules Management (BRM) Platforms and Financial Industry solutions, will release Version 4.6 of Visual Rules, the premier BRM Platform. Robust new features have been introduced in this version to enable the business with powerful new tools and functionality. In addition, Eclipse 3.5 is fully supported.

Business Rules Management for Agile Enterprises

Companies as Volkswagen Bank and John Deere manage their business rules with the Visual Rules Enterprise Platform for applications such as credit risk rating and machine maintenance. Visual Rules provides the capability for these companies to dynamically adapt to changing business and market requirements – by the business experts themselves.

Importing Excel Sheets

Using version 4.6, users can extract created decision logic in MS Excel with the click of a button. The logic is then available as a decision table in Visual Rules.

Separating Rule Parts with Ease

Visual Rules 4.6 makes it much easier to split large flow rules into smaller parts. The extraction of individual flow rule branches is now fully automated: Visual Rules generates a new rule, sets in the origin rule a rule call and automatically provides all in and output data. This keeps rules clear and allows to easily reuse separated logic across rule projects.

Metadata in Rule Models

Visual Rules now enables users to connect self-defined metadata to all rules and data elements within the Modeler. These metadata can be used for identification and classification purposes and are available at runtime.

A full list of the version 4.6 features is available as New & Noteworthy overview on the website. Visual Rules 4.6 is now available for a free 30-day trial. Persons interested in a quick introduction to Visual Rules 4.6 can register for the Webinar on November 6, 2009: www.innovations-software.com

###



Contact Information

DAVID KIM

Innovations Software Technology

<http://www.innovations-software.com>

+1 (312) 523-2176

Online Web 2.0 Version

You can read the online version of this press release [here](#).

AmericaYouChoose Aims to Convince Congress to Post Bills, Pro and Con Arguments, to Gauge Public Opinion Prior to Voting

AmericaYouChoose.com, is a new, non-partisan, web site that enables Congress to educate the public about looming legislation and collect feedback on public sentiment before voting.

(PRWEB) November 7, 2009 -- AmericaYouChoose today launched AmericaYouChoose.com, a non-partisan web site that enables Congress to educate the public about looming legislation and collect feedback on public sentiment before voting. Sponsors of bills post pro and con arguments at AmericaYouChoose, which are presented side by side in three parts: Overview, Main Argument and Rebuttal. Visitors can vote 'yay' or 'nay' in polls specifically designed to provide useful information to Congress. Thus, AmericaYouChoose better informs Congress of the will of the people prior to voting on legislation, and gives the public a stronger voice.

America's founding fathers feared an uneducated electorate. With the dissemination and propagation of misinformation via the Internet, email and television, the average voter is often confused about the stance of their leaders on key issues. In fact, when AmericaYouChoose asked visitors to vote on the Baucus Health Care Reform Bill nearly half chose the option, 'Confused: I'm not sure of the details.' Too often facts fall prey to sound bytes and hyperbole.

Clearly, the public needs an unbiased and unfiltered forum through which both political parties can better educate the public. AmericaYouChoose facilitates Congressional transparency, arms politicians with feedback from the public prior to votes, and provides a conduit for communication between the people and Congress. But Congress appears to be in no hurry to provide such transparency, which is why AmericaYouChoose has started a petition drive to encourage Congress to present their case to the public by posting their pro and con arguments on AmericaYouChoose.

'A while back I simply wanted to research Cap and Trade, but the days of Peter Jennings making the complicated understandable during his TV specials are over,' said Scott Chaney, founder of AmericaYouChoose.com. 'After visiting 10-15 websites, without finding a single source that could help me research both sides of the issue -- or even provide a comprehensive overview -- I took matters into my own hands and launched AmericaYouChoose.'

Recently on AmericaYouChoose, visitors were asked to vote on S.1796, 'America's Healthy Future Act of 2009'. The weighted vote (what the vote would be if the percentages of democrats, republicans and independents voting were in the same ratio as they exist in the general population) had 30% voting for and 70% against. Not surprisingly emotions are running high: 65% were strongly against while 20% strongly supported it.

Importantly, AmericaYouChoose.com is not supported by any political party or lobbying groups. Registration is free, and the site does not endorse any political party or cause.

"AmericaYouChoose is an excellent forum for learning the pros and cons about the issues that affect our lives," said Gary Williams, an airline pilot living in Kingwood Texas. "Finally there's a way to get the facts on bills and provide feedback to Congress before they vote! I think this site will help make politicians truly consider public opinion."



Why Congress Should Participate in AmericaYouChoose.com:

Single source of unfiltered information! Now the public can turn to one source for the facts provided directly by both parties on legislation.

Each party has total control over the message and information they present and can frame it for the people as they wish.

Raises the level of political discourse by emphasizing facts and honest debate over emotion and hyperbole.

Provides valuable feedback on voters, including data by state and district, so that politicians can see how those they represent voted.

Fuels effective advocacy by cultivating strong advocates for a position through facts and education.

Builds trust through transparency: posting on AmericaYouChoose reveals respect for honest debate instead of a hidden agenda.

Empowers constituents: by helping the public express its opinion on bills prior to votes Congress shows it values the opinion of those they were elected to represent.

###



Contact Information

SCOTT CHANEY

<http://AmericaYouChoose.com>

202-591-1425

Online Web 2.0 Version

You can read the online version of this press release [here](#).



viaAcademies Launches Online Instrumental Music Academy

The expanding catalog of K-12 online courses now includes musical instrument instruction.

Danville, PA (PRWEB) November 7, 2009 -- Enrollments of K-12 students in online courses are on the rise along with the number of available course offerings. Now students can take instrumental music online through viaAcademies, a convenient, flexible and affordable online, instrumental music academy.

“Performing music opens a child’s mind to new possibilities, strengthens them physically and builds their drive to succeed,” says Mark Burke, Founder and CEO of viaAcademies. “We believe every child should have the opportunity to learn to play an instrument but there are many barriers. Finding the right teacher and a convenient time for lessons can be difficult and expensive. We’ve chosen a blend of technology and traditional, apprentice-style music instruction to create our program.”

Students access their classes by logging into the viaAcademies’ online system, learning to play their instrument through demonstration videos, written lessons, built in quizzes, online tests and live sessions with their online teachers. Students learn to assemble their instruments and make their first sounds, then move on to live, webcam lessons with a viaAcademies teacher. Students practice their playing assignments and submit them to their teacher for comments using a program called SmartMusic, a leading computer-based music practice and assessment tool.

Initial classes include Flute, Clarinet, Saxophone, Trumpet, Trombone and Mallet Percussion. These courses are designed for beginners or students who have played for 1-2 years but need extra help. French Horn, Baritone and Snare Drum courses will be available in the spring of 2010. More advanced courses are planned for the fall of the same year. viaAcademies courses can be used by homeschoolers and virtual school students. Students involved in private or public school programs can also enroll as a supplement to their school program.

“We were delighted to learn that SmartMusic had been chosen as a key component in viaAcademies' virtual school,” stated Ron Raup, CEO of MakeMusic, creators of SmartMusic. “Our mission is to develop and market solutions that transform how music is composed, taught, learned, and performed. viaAcademies' approach of combining online instructional content, demonstration videos, practice assignments, assessments and support from live teachers is clearly transformative and closely aligned with our mission. The combination of SmartMusic and viaAcademies provides a wonderful solution to the complex needs of the homeschool and virtual school communities, and indeed all students who desire to improve.”

The viaAcademies’ online system allows students and parents to track student progress. “Accountability in Instrumental Music is generally lacking. Students take lessons, often with no record of their level of understanding or performance mastery. Our goal was to change that by partnering with an organization that could host our educational content and provide our desired level of assessment and performance tracking. IQity.net met our needs perfectly,” says Burke.

“Here at IQity, we are very excited for viaAcademies, and for Mark Burke, their founder. It's wonderful to see music education reaching more people through the internet. It's also exciting for us, as e-learning pioneers and



advocates, to see our product being used outside of a traditional K-12 environment. This venture shows that e-learning is a viable alternative to nearly any type of educational situation,” says Thomas Crawford, iQITY.

About viaAcademies:

viaAcademies was founded by Mark T. Burke and Dr. William S. Ciabattari in January 2009 as a division of viaEdTechnologies, LLC., Danville PA. viaAcademies is a Greater Susquehanna Keystone Innovation Zone member. Additional information about our offerings, enrollment options, staff and teachers can be found on our website at www.viaAcademies.com.

###



Contact Information

Mark Burke, CEO

viaAcademies

<http://www.viaAcademies.com>

570-437-8826

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Plus-size Songstress Sherrie Keys Shares Music Vision

Singer Sherrie Keys outlines her music vision. Her newly-launched label, Chubby Girl Records celebrates and embraces gifted gospel music artists who just happen to be pleasingly plump.

(PRWEB) November 7, 2009 -- Beautiful, articulate, vivacious with razor-sharp intellect, Chubby Girl Records CEO Sherrie Keys is staking claim that her business formula is recession - proof. If there's truth to the saying "It's not over until the fat lady sings" then her music label is destined to become a profitable niche in gospel music. In an industry where gospel music is distinctive and revered, Chubby Girl Records celebrates and embraces gifted gospel artists who just happen to be 'pleasingly plump'.

The primary focus of the label is gospel music. Gospel music is one of the few genres where physical appearance takes a backseat to good old-fashioned singing. According to Sherrie Keys: "The beauty of the cross is the focus of gospel music. People who hunger for God's presence really don't consider a singer's image as part of gospel music's appeal."

Keys states that praise and worship is the passion and mission of her label and that music ministry takes precedence over image-conscious trends. "Our calling is higher than gospel music. Our mission is to exalt Christ, to magnify Him with such artistry that listeners look beyond our externals to experience Christ alone".

Keys believes gospel music marketing offers a compelling and unique opportunity to positively influence the way plus-size women view their bodies. A gospel music collaboration with a fashion-forward, plus-size artist represents both a new retail offering for Christian music lovers and a breakthrough business model for the plus-size industry. Keys, a gifted singer in her own right, will be the first recording artist distributed under the Chubby Girl flagship.

According to a Purdue University study, 65% of churchgoers are in the overweight or obese category. Gospel music lovers are an influential demographic with considerable purchasing power. "Music is an integral part of pop culture. The message to plus-size consumers should be that living a life with purpose can be achieved at any size. We don't advocate obesity as a healthy lifestyle choice. We advocate a positive self-image as the foundation to holistic health."

In conjunction with the music label's launch, the singer is designing a clothing line targeting the plus-size consumer. Keys believes that plus-size women deserve fashion equality and that the demographic has strong growth potential in an otherwise stagnant retail market. So are consumers poised to buy fashionable Sunday clothes and Sunday music from Keys? Keys laughs and adds: "We won't need couture robes when we get to heaven but a few designer garments and some foot-stomping music on earth would be divine."

###



Contact Information

Sherrie Keys

Chubby Girl Records

<http://www.sherriekeys.blogspot.com/>

(310) 462-2195

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Kakadu and Uluru Voted Australia's Top Travel Destinations

Kakadu and Uluru have been voted Australia's top two travel destinations by National Geographic Traveler

(PRWEB) November 6, 2009 -- The Northern Territory's spectacular landscapes in Kakadu and Uluru have been voted Australia's top two travel destinations by National Geographic Traveler in the United States.

The sixth annual 'Places Rated' Destination Stewardship survey in conjunction with National Geographic Society's Center for Sustainable Destinations ranked Kakadu in the top ten destinations in the world.

Kakadu National Park lies in the Top End of Australia offering travellers tropical waterholes, wetlands and world-renowned escarpments packed with rare species of plants and animals, that are depicted through ancient rock art, etched out by the traditional owners over 50,000 years.

The monumental site of Uluru was ranked 32nd in the world, most renowned for its incredible red desert setting, surrounded by canyons, ranges and the famous outback town of Alice Springs.

Queensland's Great Barrier Reef ranked sixty-nine and NSW's Byron Bay ninety-nine, with a total of 133 celebrated destinations from around the world and ranked according to how they have weathered the pressures of mass tourism and other threats.

Kakadu and Uluru were the only destinations in Australia to score in the top 50 with judges noting Kakadu's wonderful wildlife and unspoiled beauty, and Uluru's excellent care and sustainability programs.

With a score of 78, they praised Kakadu as "an outstanding example of the fundamental importance of long-standing traditional learning in Parks management." They also highlighted on a global scale, Uluru is "a good model for arid-zone and indigenous-tourism development."

Tourism NT Chief Executive Maree Tetlow said this is a huge accolade for the Northern Territory and for both Kakadu and Uluru.

"Australia's Northern Territory tourism industry relies heavily on its natural and cultural environments, so to receive these accolades from the highly respected National Geographic organisation is testimony to our tourism operators and our Parks management," Ms Tetlow said.

"We have been working with our industry to help them understand environmental issues such as climate change by making them relevant to tourism.

"Through our 'Going Green' program we've provided practical step by step information to help tourism businesses in the Northern Territory develop more sustainable operating practices," she said.



The National Geographic panel consisted of 437 well travelled experts in a variety of fields including historic preservation, site management, geography, sustainable tourism, ecology, indigenous cultures, travel writing and photography, and archaeology.

To view the survey and rankings visit National Geographic Traveler.

National Geographic Adventure's Global Travel Editor, Costas Christ, will be visiting Alice Springs next week to undertake his role as the key note speaker in the Global Eco Asia-Pacific Tourism Conference from 9-11 November.

###

**Contact Information****Shannon Miskelly**

Tourism NT

<http://www.australiasoutback.com>

08 8999 3924

Online Web 2.0 VersionYou can read the online version of this press release [here](#).



New California Poll Results: Meg Whitman Takes the Lead Among Republicans for California's Governor

Meg Whitman is now capturing 37% of the vote in the Republican Primary Election for Governor—a dramatic increase of more than 25% over a similar poll conducted earlier this year in June.

Sacramento, CA (PRWEB) November 6, 2009 -- Results from the latest Capitol Weekly/Probolsky Research California Poll were released today.

Meg Whitman is now capturing 37% of the vote in the Republican Primary Election for Governor—a dramatic increase of more than 25% over a similar poll conducted earlier this year in May. Whitman, for the moment, is the clear front-runner among Republican candidates, placing her well ahead of Tom Campbell and Steve Poizner.

Poll director Adam Probolsky says the surge in Whitman's popularity is directly related to campaign spending, "Whitman has spent nearly twenty-million dollars to grow her name ID. That kind of unchecked promotion has yielded impressive results. Her opponents have chosen not to join her in the spending game thus far."

In the Democratic Primary for Governor, Jerry Brown, who now lacks a named opponent, captures 46% of the vote but 26% would choose someone else and 25% are undecided.

Other key findings included:

- 41% of Decline to State voters indicate they would choose to vote in a Democratic Primary Election, an increase of 8% since May
- Over one-half of those who would vote in a Republican Primary Election become less likely to vote for Whitman knowing her scant voting record
- Poizner's past campaign contributions to former Vice President Al Gore and the Gore-Lieberman post-election vote recount makes nearly 70% of Republican Primary Election voters less likely to cast their ballot for Poizner
- Age doesn't appear to be a consideration factor to those who would vote in the Democratic Primary Election, with 51% indicating that it makes no difference to them that if elected, Jerry Brown at the age of 72 will be the oldest Governor California has ever had
- Most voters feel that California is on the wrong track
- One-half of voters give the legacy of Governor Arnold Schwarzenegger's time in office a "D" or "F" grade
- 52% of respondents say marijuana should remain illegal

The in-depth Capitol Weekly article can be found [here](#), with the full research report at www.probolskyresearch.com ("Research Results").

The Capitol Weekly/Probolsky Research California Poll is a quarterly statewide survey of voters sponsored by



Capitol Weekly, California's only newspaper devoted solely to state politics, in conjunction with Probolsky Research LLC, a California-based full service public opinion research and polling firm.

The publishers of Capitol Weekly are Arnold and Karen York. The Yorks also publish the Malibu Times.

Probolsky Research is a full service opinion research organization, with government, corporate and political practice areas.

A total of 750 California voters who are likely to vote in the 2010 Primary Election were polled. A survey of this size yields a margin of error of +/-3.7%.

###



Contact Information

ADAM PROBOLSKY

Probolsky Research

<http://www.probolskyresearch.com>

(949) 855-6400

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Cigar King of Scottsdale, AZ to Host "Scottsdale Cigar Week": A Week Long Celebration of Cigars

Scottsdale tobacconist to host a week long celebration of cigars during Scottsdale Cigar Week. There will be 7 cigar events in seven days from Sunday, November 8th to Saturday, November 14th.

Scottsdale, AZ (PRWEB) November 6, 2009 -- Cigar King, a prominent brick and mortar retailer and leading [mail order cigar company](#) along with some of today's top cigar manufacturers and market leaders of premium cigars will host Scottsdale Cigar Week from Sunday, November, 8th through Saturday, November 14th. This is a tremendous opportunity for patrons to stock up on some of the most popular cigars on the market today and enjoy the camaraderie afforded at the valley's leading tobacconist and luxury lifestyle accessory marketer. Scottsdale Cigar Week will include seven unique cigar events in seven days including a private cigar dinner and an event which allows patrons to roll their own cigar.

During Scottsdale Cigar Week at Cigar King, located in the Scottsdale Airpark at [7830 E. Gelding Dr., Suite 100 Scottsdale, AZ 85260](#), customers attending will enjoy a completely unique string of events and experiences that have not been matched by any other tobacconist in the industry. These events include an all you can smoke cigar day for one low price, a lunch event with the master blender and president of the company responsible for the 2008 Cigar Aficionado Cigar of the Year, and a private cigar dinner with the company president of a leading manufacturer of premium cigars.

Patrons attending these events will enjoy complimentary cigars, special discounted pricing on featured brands, refreshments, and raffles for great prizes. Each event is different and offers a great adventure for the cigar enthusiast.

Scottsdale Cigar Week includes the following seven events:

Sunday, November 8th - All you can Smoke cigars for \$20. Plus they will be having a Chili cook-off where patrons can bring in their chili for a chance to win a humidor loaded with 100 premium cigars.

Monday, November 9th - Monday Night Football and Perdomo Cigar Tasting. Each patron will receive a complimentary Perdomo cigar and will have the opportunity to purchase Perdomo cigars at deeply discounted prices. Additionally, Cigar King will have complimentary refreshments to make this a great way to enjoy the Football game.

Tuesday, November 10th - Lunch with Manuel Quesada, President and Master blender of SAG Cigar Co. Mr. Quesada blended the 2008 Cigar Aficionado Cigar of the Year, Casa Magna. Each patron will receive a complimentary Casa Magna cigar for attending plus they will receive special discounted pricing on Casa Magna cigars during the event. Complimentary lunch will be served.

Wednesday, November 11th - Lunch with La Gloria Cubana Director of Marketing, Michael Giannini featuring



La Gloria Cubana Artesanos de Miami. This is a unique event that will allow the customer to roll their own cigar in a competition for the best rolled cigar. The winner will receive an autographed box of La Gloria Cubana cigars. Each patron will receive a complimentary La Gloria Cubana cigar for attending plus they will receive special discounted pricing on La Gloria Cubana cigars during the event. Complimentary lunch will be served.

Thursday, November 12th - National launch of the new cigar brand, Purofino Vida del Fuego. Patrons will be the first people in the country to sample this terrific new brand of cigars. Each patron will receive a complimentary Purofino Vida del Fuego cigar for attending plus they will receive special discounted pricing on Purofino Vida del Fuego cigars during the event. Complimentary lunch will be served.

Friday, November 13th - Private cigar dinner with Steve Saka, President of Drew Estate Cigar Co. For a mere \$50, patrons will enjoy a 3 course meal catered by Darryl King, a local award winning chef. During the dinner participants will receive 3 cigars, including the exclusive nationwide launch of the new Liga Privada T-52 cigar, enjoy excellent food and the opportunity to have a one on one conversation with the head of a prominent cigar company.

Saturday, November 14th - All day Drew Estate cigar tasting with Steve Saka, President of Drew Estate Cigar Co. Patrons attending the event will enjoy a complimentary Drew Estate cigar and will receive special discounted pricing on all Drew Estate cigars during the event. For those who did not attend the private cigar dinner, this event will allow the consumer to converse with Mr. Saka and enjoy his unique perspective on the cigar industry.

In making the announcement, Joshua Yanow, Vice President of Cigar King noted: "These seven consecutive events is our way of providing a completely unique and special experience for our patrons and cigar smokers throughout Arizona. We want to give back to the consumer and illustrate how much we appreciate their continued support and loyalty. I think this is a great opportunity for the consumer to have fun while enjoying a great premium cigars!"

Cigar King is a leading purveyor of fine cigars through their retail store and throughout the world online at their website, cigarking.com. Additionally, they own and operate Arizona Fine Time, a market leader in fine watches from Switzerland, Germany and Japan as well as other luxury goods including fine pens, leather goods, and more via their web site azfinetime.com.

For more information, contact:

Joshua Yanow
Vice President
Cigar King
480-214-0238

###



Contact Information

Joshua Yanow

Cigar King

<http://www.cigarking.com>

480-214-0238

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Cyberslacking? Web Filtering Company Bloxx Highlights Impact and Risks of Social Networking for Organizations

Survey finds that 90% of IT managers believe access should be banned or restricted.

Boston, MA (PRWEB) November 4 2009 -- (Bloxx Inc.) Research released this week by Bloxx, the innovator in [Web content filtering](#), has highlighted the potential business impact of staff accessing Social Networking sites in the workplace. A broad cross section of ICT professionals from public sector and private organizations was surveyed and over 90% believe that access to these sites should be restricted or banned.

The research shows that the biggest concerns for IT Managers are staff productivity, network security risks and damage to corporate reputation. This has led an increasing number of organizations to introduce a complete ban on staff accessing Social Networking sites. Surprisingly, according to the research it also seems common for staff to post disparaging remarks regarding other employees, their boss or the company on Social Networking sites.

Over 22% of respondents do not have any controls in place for staff accessing Social Networking sites. With the survey showing that 35% of IT managers believe staff are spending more than 30 minutes each per day on average accessing Social Networking sites, these companies are potentially providing an additional 16 days paid holiday for each employee.

However, this research also shows that Social Networking is increasingly being used as a valuable business tool and access is required to harness the benefits these sites can bring to businesses.

"Although this was a survey of UK organizations, the same problems are entirely relevant to North American organizations who can't afford to underestimate the risks of Social Networking use in the workplace," said Eamonn Doyle, Chief Executive Officer at Bloxx. "However, our view is that a complete ban is unrealistic and adopting this approach means that companies can't obtain the potential business benefits of Social Networking and can alienate staff."

"It really doesn't have to be all or nothing with Social Networking - the strategy companies need to adopt is one that combines employee education, well-thought-out acceptable use policies and effective, discriminating, cutting-edge Web filtering technology," adds Doyle.

Download the full results of the [Bloxx's Social Networking survey](#).

About Bloxx

Bloxx Inc., the [enterprise Web filtering company](#), offers appliance-based Web filtering for medium and large organizations in both the business and public sectors. Established in 1999, Bloxx is a privately held company with offices in the U.S., U.K., The Netherlands, and Australia. For the past two years running, it has been recognized by Deloitte as one of the U.K.'s Top 50 and EMEA's Top 500 Fastest Growing Technology Companies in its prestigious "Fast 50" and "Fast 500".



About Bloxx Tru-View Technology

[Bloxx Tru-View Technology](#) uses internationally patent pending technology to analyze and categorize Web pages quicker and more accurately than other Web filters which use manual URL classification and keyword scoring alone.

Using advanced intelligence identification and analysis techniques, Tru-View Technology provides instant classification of Web content as soon as it is accessed, even if the content has not been seen by anyone before.

An estimated 1.5 million users already benefit from enhanced security and performance with low administration and no cost per user charges. Additional protection is provided via anti-virus, anti-spyware and anti-phishing functionality.

Learn more about [Bloxx web filtering products](#).

Editorial Contacts

Interviews, photography and further information are available from Ruth Broers at Bloxx.

Tel: +1 617 924 1500

Email: [pr\(at\)bloxx.com](mailto:pr(at)bloxx.com)

Web: <http://www.bloxx.com>

To view the original article, please visit [Bloxx Internet filtering's website](#).

###

Contact Information

Ruth Broers

Bloxx Inc.

<http://www.bloxx.com>

617 924 1500

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Literary Event Features Acclaimed Local Authors Patricia Santana, Marjorie Hart, and Many Others

Read Local San Diego's premiere event will be held November 14 at Horton Plaza from 11:00 am to 6:00 pm on the 3rd Level Sundeck. The day-long celebration of San Diego's literary talent will feature over 70 San Diego authors, including such acclaimed talents as Patricia Santana (Ghosts of El Grullo), Marjorie Hart (Summer at Tiffany), Lee Silber (The Wild Idea Club), and Bradley Steffens (Head of the San Diego Book Awards). There will be author presentations and music from local artists, throughout the day, as well as tables where local authors can sell and sign their books. Attendees can meet favorite and new local author and mingle with others in the writing and reading community. The event will end with a gala reception hosted by O'Brothers, toasting this new, non-profit, cultural organization.

(PRWEB) November 6, 2009 -- Read Local San Diego's premiere event will be held November 14 at Horton Plaza from 11:00 am to 6:00 pm on the 3rd Level Sundeck. The day-long celebration of San Diego's literary talent will feature over 70 San Diego authors, including such acclaimed talents as Patricia Santana (Ghosts of El Grullo), Marjorie Hart (Summer at Tiffany), Lee Silber (The Wild Idea Club), and Bradley Steffens (Head of the San Diego Book Awards). There will be author presentations and music from local artists, throughout the day, as well as tables where local authors can sell and sign their books. Attendees can meet favorite and new local author and mingle with others in the writing and reading community. The event will end with a gala reception hosted by O'Brothers, toasting this new, non-profit, cultural organization.

Read Local San Diego (RLSD) is a nonprofit marketing coalition that aims to get authors out from behind the computer and face-to-face with readers. It was conceived as a way to create a richer reading experience for all and to nurture casual readers and non-readers into becoming excited readers.

"I'm thrilled at the response we've gotten, both from authors and the reading community," says Karla Olson, founder of the organization. "Getting authors out from behind their computers is exciting to readers, who then feel a personal connection to the books they read. In addition, "reading local" helps to support the thriving, but often unheralded literary community in San Diego."

Among the San Diego authors who will be signing books and offering short presentations are: Sam Warren, owner of SDWriteway.com; San Diego Book Award winner Virg Erwin; respected writing coach Judy Reeves; Kathi Burns, regularly featured organizing expert for NBC News.

Others include Joey Seymour (San Diego's Finest Athletes), Karla Ogilvie (Encinitas: A Photographer's Journey), Michaela Jacques (Teetering on Disaster), Johanna Mosca (Cultivate Contentment), Ravi Sahay (My Health Is Your Wealth), Ken Kuhlken (The Vagabond Virgins), Linda Pequegnat (This Day in San Diego History), Margaret Harmon (The Man Who Learned to Walk in Shoes that Pinch), Barbara Field (The Deeper, the Bluer), Janene Roberts (Wine Tasting in Southern California and Beyond), Jill O'Connor (Sticky, Chewy, Messy, Goey Treats for Kids), and novelist Tony Vianna.

Read Local San Diego recently launched its website at www.sandiego.readlocal.org. It will include a



comprehensive, searchable online directory of San Diego authors as well as a listing of year-round, county-wide events designed to connect readers and authors.

“Read Local wants to help nurture and introduce both committed and casual readers to the enriching experience of books, by meeting and getting to know local authors and their works,” said Olson. “We believe Read Local will enrich the San Diego artistic community.”

For more information, please contact Karla Olson at [karla\(at\)sandiego.readlocal\(dot\)org](mailto:karla(at)sandiego.readlocal(dot)org) or (760) 753-2279. Visit Read Local San Diego at www.sandiego.readlocal.org.

###



Contact Information

Karla Olsen
760 753 2279

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Music Fans Converge for Nation's Premier Songwriting Festival on Sugar White Sand of Gulf Shores and Orange Beach

What began as an end-of-season party for local performers has blossomed into one of the nation's top songwriters' festivals, which is now celebrating its silver anniversary on the sugar white beaches of the Alabama Gulf Coast. Honored as a top 20 November event by the Southeast Tourism Society, the Frank Brown International Songwriters' Festival showcases Grammy Award-winning artists, chart topping writers and up-and-coming musicians in intimate settings at various venues throughout the Gulf Shores and Orange Beach area.

Gulf Shores and Orange Beach, Ala. (PRWEB) November 6, 2009 -- What began as an end-of-season party for local performers has blossomed into one of the nation's top songwriters' festivals, which is now celebrating its silver anniversary on the sugar white beaches of the Alabama Gulf Coast. Honored as a top 20 November event by the Southeast Tourism Society, the Frank Brown International Songwriters' Festival showcases Grammy Award-winning artists, chart topping writers and up-and-coming musicians in intimate settings at various venues throughout the Gulf Shores and Orange Beach area.

“We are thrilled to welcome this extraordinary caliber of writers and their devoted fans to our coastal community,” said Mike Foster, vice-president of marketing for the Alabama Gulf Coast Convention and Visitors Bureau. “When the fans are not listening to these draw-dropping jam sessions, their days are as action-packed or relaxing as they choose. Whether landing a monster fish aboard a chartered cruise, sinking a hole in one on the championship golf courses, or checking out the area's diverse ecosystem on a nature cruise, these music fans have an almost endless selection of activities to experience in the area. And the great thing about visiting the Gulf Shores / Orange Beach area during November is the opportunity to book a phenomenal lodging property ranging from a condo, beach house or hotel at an unbelievable [value-packed rate](#).”

This annual 10-day festival runs November 12 through 22 and pays tribute a night watchman of the legendary Flora-Bama roadhouse, who had an extraordinary passion for songwriters and their craft. Brown worked for 28 years at the Flora-Bama until his retirement at the age of 91 when he was featured on Paul Harvey's “The Rest of the Story.”

Beginning with a November 11 kickoff party at the Flora-Bama, the schedule continues with an extensive list of live performances highlighted by two showcases from the nation's top performance rights organizations, such as the ASCAP, BMI and SESAC. Other festival activities include a celebrity golf tournament and scramble, a Night of Memories in honor of songwriters past and a two-day songwriting seminar presented by ASCAP and Middle Tennessee State University.

For more information on the Frank Brown Songwriters' Festival and a detailed schedule of events and venues, visit <http://www.fbisf.com>. To discover an amazing lodging deal in the Gulf Shores or Orange Beach area, visit <http://www.orangebeach.com/packages-deals>, or check out <http://www.twitter.com/beachspecials>.

###



Contact Information

Kim Chapman

AL Gulf Coast CVB

<http://www.gulfshores.com>

1-800-745-7263

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Bill Brooks and Will Brooks, Father/Son Team, Release New Book, Playing Bigger Than You Are

The newly released book, [Playing Bigger Than Your Are: How To Sell Big Accounts Even If You're A David In A World of Goliaths](#) (John Wiley & Sons Publisher), provides solid and proven strategies for selling to the giants and shows just how easy it can be to begin winning—and keeping—the large clients that you thought were out of reach.

Greensboro, NC (PRWEB) November 6, 2009 -- Without question, the market as we know it is changing. As a small or mid-sized business owner, how do you capitalize on the opportunities that exist in winning the business of a larger organization?

It's challenging to build a business in any climate. But it's more essential now than ever to be strategic about the way you and your sales team court new clients. That's even truer for small and medium-sized businesses that seek the "whales."

In order to win record-breaking accounts, it's critical to employ tools that help you effectively research, strategize and reach out to clients that will grow your business over the short-term and long-term. The newly released book, [Playing Bigger Than Your Are: How To Sell Big Accounts Even If You're A David In A World of Goliaths](#) (John Wiley & Sons Publisher), provides solid and proven strategies for selling to the giants and shows just how easy it can be to begin winning—and keeping—the large clients that you thought were out of reach.

This book was written by the late Bill Brooks and co-authored by his son Will Brooks, President of [The Brooks Group](#). As his last work, Bill took the more than 30 years of experience he had in developing and growing The Brooks Group into an international sales and sales management training organization and shares his proven knowledge and wisdom on how smaller companies can win the business of a larger organization. During his lifetime, Bill authored 23 books, with 2 being best-sellers.

To learn more and find out how you can order your copy of *Playing Bigger Than You Are*, visit www.PlayingBiggerThanYouAre.com.

Please join co-author Will Brooks on the [SalesBuzz Radio](#), an internet radio program, on November 19th at 3:30pm EST to listen to his live interview.

About The Brooks Group

Founded in 1977, The Brooks Group has helped thousands of organizations in more than 500 industries transform their business practices through practical, down-to-earth skills development in sales, sales management and personal performance growth.

We offer our clients proven, best-practice tools – an easy-to-implement sales methodology, industry-leading reinforcement and accountability systems, and sales management training for performance coaching – all geared toward producing long-term, sustainable results. Because of this commitment, we strongly believe The Brooks



Group provides the best value in the industry.

###

Contact Information

Jacki Williams

The Brooks Group

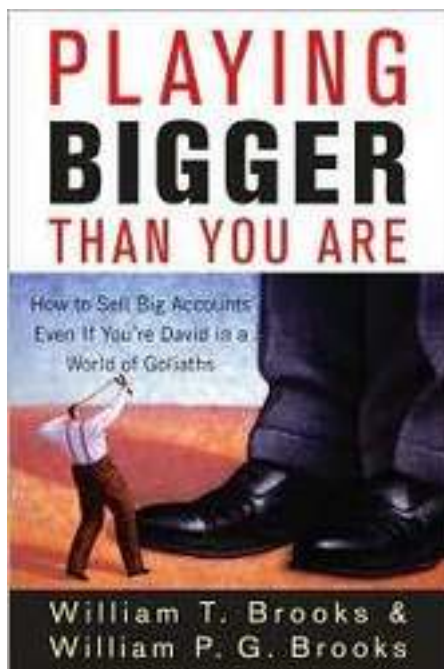
<http://brooksgroup.com>

336-282-6303

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Charm Factory Offers Free Wooden Wolf Charms for Twilight Movie Premiere

Free Charms Available Online November 20

Albuquerque, NM (PRWEB) November 6, 2009 -- The Charm Factory is celebrating the November 20th premiere of the Twilight New Moon movie by giving away a free wooden wolf charm with any purchase that day. In the popular Twilight series by Stephenie Meyer, Jacob (a werewolf) gives Bella a bracelet with a wooden wolf charm.

The wooden wolf is just one of the Twilight inspired charms produced by the Charm Factory, which specializes in sterling silver and wooden charms made in the USA. Later in the series, Edward (a vampire) gives Bella a crystal heart charm to put on her bracelet. Other charms available at charmfactory.com include the crystal heart, Team Edward, Team Jacob, Be Safe, Renesmee's Locket, and many more.

The new merchandise was developed especially for Twilight fans. "We are giving away [Twilight Charms](#) as a nod to the fans, a group that includes many of us here in our Albuquerque office. Even if they aren't able to get tickets to the November 20th premiere, they can score a free wooden wolf charm online. It's our way of joining in the fun," said Charm Factory manager Angie Beauchamp.

For more information, visit <http://www.charmfactory.com/Twilight-Charms.aspx>.

About

The Charm Factory is based in Albuquerque, New Mexico and offers unique sterling silver, lead free pewter, and wooden charms and beads made in the USA. Please visit <http://www.charmfactory.com> to see the full line of products.

###

Contact Information

Angie Beauchamp

Charm Factory

<http://www.charmfactory.com>

866-867-5266

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





ARCOS, Inc. Recognized as one of Central Ohio's Fastest Growing Private Companies for the Third Consecutive Year

Top utility companies continue to invest in distribution support and service technology that fuel growth for industry leader in automated crew callout and resource management solutions.

Columbus, Ohio (PRWEB) November 06, 2009 -- For the third consecutive year, ARCOS, Inc., the leading provider of automated [crew callout](#), resource management and scheduling solutions for the utility industry, was recognized as one of Central Ohio's 50 fastest growing private companies.

ARCOS, Inc.'s sustained growth has been fueled by providing automated crew callout and utility [workforce management](#) and availability services to more than 40 of the nation's most progressive electric and gas utility companies. The system supports complex business rules associated with the callout process, in support of all customers, including the top five Fortune 500 utility companies.

ARCOS, Inc. President and CEO, Mitchell McLeod, attributes this year's honor and continued growth to the ARCOS, Inc. team, continued commitment to customer service, focus and vision. "Our focus has been, and will continue to be on providing the highest level of service and customer support to our customers in the [utility industry](#)," said McLeod.

About ARCOS, Inc.

ARCOS, Inc., located in Columbus, Ohio, was founded in 1993 as an Interactive Voice Response (IVR) consulting and custom application development company. Since then, the company has solely focused on developing and supporting the most comprehensive crew callout and [resource management](#) system platform in the utility industry.

The company has worked hard to help customers improve operational efficiency by automating complex business rules. ARCOS, Inc. has earned a reputation as "The Crew Callout Experts." In addition, the ARCOS System supports customer service callout, [emergency notification](#), real-time employee availability information, business intelligence and more, to become a single source provider for variety of enterprise-wide communication solutions that benefit the utility industry.

###



Contact Information

Mark Furst

ARCOS, Inc.

<http://www.arcos-inc.com>

614-396-5116

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Making Online Marketing Relevant: Nov. 17 Webcast Provides Tips And Looks At A New Analytics Tool

Industry experts show how to create a user experience that is customer-centric, targeted, and responsive, through web design and by using a new analytics tool to help marketers engage with users on a personal level

Redding, CT (PRWEB) November 6, 2009 -- On Tuesday, November 17, at 1 PM Eastern Standard Time, Search Marketing Now will present a webcast "Making Online Marketing Relevant and Responsive: Tactics and A Tool for Success."

[Registration](#) for this free webcast is open and more information is available at [Search Marketing Now](#).

The webcast will consist of two parts: Part I covers tactics for audience segmentation -- including keywords, user response, geo-location, and more. Shari Thurow, a leading search expert in website usability, will discuss why user segmentation is critical in today's online world. She'll provide examples of how two companies -- one B2B and the other in ecommerce -- were able to successfully segment their online users to deliver more highly relevant messaging in their online marketing.

In Part II, Andrew Hally of Unica Corporation will introduce a new analytics tool that enables marketers to respond quickly to customer interactions and engage users on a personal level. He'll show how to create custom landing pages, personalized emails, or new web content with this new tool.

Shari Thurow is the founder and SEO Director of Omni Marketing Interactive. She is the author of the book Search Engine Visibility and When Search Meets Web Usability. She has been working in online marketing since 1995 and is a frequent, popular speaker at industry conferences.

Andrew Hally is the head of Product Marketing for Unica Corporation's on-demand software suite. He has spoken at dozens of marketing venues, written numerous articles and blog postings on the subject of marketing, and instructed classes on marketing analytics.

This webcast is sponsored by Unica Corporation, the recognized leader in marketing software solutions. Unica's advanced set of enterprise marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. These solutions integrate and streamline all aspects of online and offline marketing. Unica's unique interactive marketing approach incorporates customer analytics and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 1,000 organizations worldwide depend on Unica for their marketing management solutions.

About Search Marketing Now and Third Door Media:

Search Marketing Now webcasts are produced by Third Door Media, Inc. Third Door Media's mission is to empower interactive and search marketing professionals by providing trusted content and community services



they need to be successful.

Third Door Media produces the conference series [Search Marketing Expo - SMX](#), which includes SMX West (Santa Clara, CA, March 2-4, 2010), SMX Advanced, SMX East, and other SMX conferences. Third Door Media also publishes the search marketing news and analysis site [Search Engine Land](#) and Sphinn.com, the place for web, online, search, interactive and internet marketers to share news stories, talk within subject-specific discussion forums, build a network and stay connected to hot topics in internet marketing.

###



Contact Information

Christopher Elwell

Third Door Media

<http://thirddoormedia.com>

(203) 847-5366

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Don't Think Outside the Box; Destroy the Box

Business leaders agree that success today requires a totally new business model

(PRWEB) November 6, 2009 -- If businesses are going to survive in the emerging global marketplace, they can no longer settle for traditional creative strategies such as “thinking outside the box.”

“Companies must destroy the box,” says Kathy Robison, CEO and founder of YURU, (the guru is you), which provides coaching for business leaders on creativity and strategic development.

Robison recently returned from two national leadership conventions where she met with dozens of business leaders, all searching for ways to better position their companies for global success.

The consensus, says Robison, is that “companies must reinvent their business models if they hope to compete and grow. The old ways of doing business no longer work.”

At the Marcus Evans Chief Learning Officer Summit in Las Vegas, Robison met with chief learning officers who recognize the need for greater alignment between the management model and the business model.

“Many companies, particularly those that are larger and older, are completely misaligned in what they want from their employees and how their business model is structured,” said Robison.

Of course the big issue in today’s economic climate, Robison found that the Vegas crowd was concerned with doing more with less. And that, she says, resonates with YURU's philosophy. “Productivity will increase and people will engage in natural leadership when their state of well-being is high and they are in environments that promote trust, passion and creativity,” she says.

At the World Business Forum, held at Radio City Music Hall in New York, Robison found a similar concern: Is there a better business model for success that also provides an environment where creativity and connectivity flourish?

Robison’s counsel again focused on changing the rules of the game as opposed to being a better player.

“Competitive advantages in the near future will come more from revolutionary changes in management strategy than from other, more traditional sources such as efficiency and cost control, population growth and increases in standard of living,” said Robison.

Bill George, a speaker at the World Business Forum, agreed with Robison, selecting her blog post on the event as one of the top 10 out of hundreds by other top business bloggers.

Read more on Robison’s blog, <http://yuruinspires.com/index.php/blog/>.

About YURU.: YURU, (The Guru Is You) is a business coaching firm designed to help companies bring



creativity back into the workplace and reconnect customers with employees. Launched in August of 2009, the company is dedicated to assisting business realize the full potential of their success through creative business strategies, executive coaching and leadership training. For more information, visit www.yuruiSpires.com.

Editors and producers: To arrange interviews with Kathy Robison or for more information, contact Ashley Connor at 972.490.0903 ext. 1451 or [ashley\(at\)bizcompr\(dot\)com](mailto:ashley(at)bizcompr(dot)com).

###



Contact Information

Ashley Connor

BizCom Associates

972.490.0903

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Draka Cableteq USA Awarded \$3.2 Million Grant from DOE to Develop Next Generation Downhole Cable

Draka Cableteq USA, manufacturer of wire and cable since 1905, awarded a \$3.2 Million Grant from the Department of Energy.

North Dighton, MA (PRWEB) November 6, 2009 -- Draka Cableteq USA, manufacturer of wire and cable products since 1905, announced today that it has received a \$3.2 million grant from the United States Department of Energy to support the development of a new generation of tools that will allow Enhanced Geothermal Systems (EGS) to supply the United States with much clean, carbon-neutral electrical power.

EGS uses water injected deep into the earth to generate steam to run electrical turbines. One EGS power plant has the potential to generate power equivalent to more than 40 wind turbines or a coal-fired plant. The DOE has set a goal of generating 20% of the US electrical power by 2010 via geothermal sources. It is anticipated that this will be accomplished by establishing EGS plants in as many as 20 states.

Under the EGS award program, Draka will develop and bring to market high temperature 374°C (705°F) hydrogen-insensitive fiber optic cable for distributed temperature and pressure sensing throughout the wellbore and high temperature electrical cable for running pumps, sensors and tools deep inside the well. Insulated wire and glass fiber cables are a crucial enabling technology for EGS. Without wire and fiber, downhole tools such as temperature and pressure sensors cannot communicate with the surface. However, high temperatures and formation of hydrogen within the well makes the use of insulated conductors problematic and also results in the rapid degradation of glass fiber. There is currently no cable that can operate in a well hotter than 300°C for a period greater than a few days.

Mark Lowell PhD, Draka's Vice President of Innovation and Principal Investigator for the Grant explains that "EGS depend on the ability to monitor conditions throughout the wellbore. Our hydrogen-insensitive optical fiber will provide a means for obtaining temperature and pressure measurement at thousands of points in the well.

We are extremely grateful for the assistance our partners in this project will provide, including Sandia National Laboratories, AltaRock Energy and PermaWorks. We are also exceedingly grateful to Congressmen Barney Frank and Patrick McHenry for their support for our proposal."

Draka Cableteq USA, Inc. develops and manufactures high performance standard and specialty cables and has facilities in Taunton, Massachusetts and Schuylkill Haven, Pennsylvania. Draka Cableteq USA, Inc. is a member of the Draka family of wire and cable companies owned by Draka Holding N.V. based in Amsterdam, the Netherlands.

Additional information regarding the development of this cable can be found at www.drakausa.com.

Contact: Jay Monahan, Director of Business Development & Marketing
T- 802-735-2007



###



Contact Information

Jay Monahan

Draka Cableteq USA, Inc

<http://www.drakausa.com>

802-735-2007

Online Web 2.0 Version

You can read the online version of this press release [here](#).



PingGadget Joins the Entrepreneurs Foundation of Colorado

PingGadget today announced that it has joined the Entrepreneurs Foundation of Colorado (EFCO) to support philanthropic efforts throughout the community. EFCO allows startup companies to donate a fraction of their equity to Boulder's Community Foundation during initial stages of liquidity.

(PRWEB) November 6, 2009 -- While they may want to directly support charities, most startups are not in a financial position to do so. Through EFCO, entrepreneurs can focus on building their business while meeting their philanthropic goals.

"Boulder is a thriving space for social media technology and we are thrilled to be a part of this supportive community. Through EFCO we are able to establish a culture of giving back and allowing the community to share in our success," said Dennis Moulton, co-founder of PingGadget. "EFCO is dedicated to the long term health and sustainability of Colorado and we want to lend support to that goal."

Donations from EFCO to the Community Foundation are channeled to various non-profit organizations throughout Colorado, allowing EFCO to focus on working with entrepreneurs to help them meet their philanthropic objectives. Contributing companies simply select a cause, and the Community Foundation takes care of the rest. EFCO is aligned with the Entrepreneurs Foundation, an organization formed in 1988 with affiliates in Silicon Valley, Austin, Southern California, New England, Dallas, Portland, Atlanta, Hawaii and Israel.

"Working with various local initiatives through the Community Foundation, EFCO allows entrepreneurs to support a range of causes from education to the environment," said Tom Keller, one of the founding trustees of EFCO. "PingGadget's support helps us to achieve the critical mass of equity donations we need to truly make a difference in our community."

For additional information about PingGadget, contact Dennis Moulton at dennis@pinggadget.com or visit www.pinggadget.com. For additional information about EFCO visit www.efcolorado.org.

About PingGadget

PingGadget is a next generation microblogging service. The web-based service allows users to connect and converse in real-time with people and the things they care about. The PingGadget service will be available in January 2010. Go to www.pinggadget.com to pre-register.

###



Contact Information

Dennis Moulton

PingGadget

<http://www.pinggadget.com>

1-435-565-1132

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Hot Pepper Skin Spray Can Stop Topical Itching Without Any Burn

More than 30 million Americans suffer from chronic itching related to a variety of skin and scalp conditions. For people with chronic skin and scalp problems, itching creates a cycle that becomes both a cause and a symptom. The more people itch, the more they scratch and the worse their conditions become. Studies show that capsaicin, a natural hot pepper extract can relieve itching fast, and now there's a new line of body sprays that deliver capsaicin itch relief without any burn.

Schenectady, NY (PRWEB) November 5, 2009 -- It's estimated that more than 30 million Americans suffer from chronic itching related to a variety of skin and scalp conditions including: dermatitis, eczema, psoriasis, dandruff and dry skin. For people with chronic skin and scalp problems, itching creates a cycle that becomes both a cause and a symptom. The more people itch, the more they scratch and the worse their conditions become.

Many studies show that Capsaicin, a natural extract from hot peppers, can relieve topical itching and irritation by desensitizing nerve fibers and receptors within the epidermis. Although most studies have been done with high strength capsaicin creams designed for pain relief, a new line of products from Greensations delivers low doses of capsaicin in a fine mist without the burning sensation associated with creams. Since the dose is small and the particles are atomized into tiny molecules, these capsaicin skin sprays create instant topical absorption without uncomfortable side effects.

“Our capsaicin body sprays create super absorption to promote healthy pores and follicles. By delivering capsaicin in an atomized spray, we only need tiny doses to relieve itching and irritation fast. There's no uncomfortable burning with our body sprays like there is with the more potent capsaicin creams. Our sprays stop any itch in under a minute - Guaranteed,” says Niles Porter, Director of Sales for Greensations.

Greensations body sprays also contain caffeine, which has been shown to kill abnormal skin cells while promoting healthy new cell growth. Although caffeine is not good for the skin when consumed orally in large doses, the positive results from topical application are undisputed. Both caffeine and capsaicin have been shown to increase blood flow and absorption when applied topically, and these new skin sprays are the first products to combine both ingredients.

ThermaScalp and ThermaSkin are first in a line of new products from Greensations®. Both body sprays directly target topical itching and inflammation while promoting healing for a variety of skin and scalp conditions. According to the manufacturer, these caffeinated capsaicin body sprays are guaranteed to stop topical itching and irritation in less than 60 seconds.

Along with caffeine and capsaicin, these innovative body sprays also incorporate other herbals proven to promote skin cell regeneration and follicle health. ThermaScalp is formulated with Saw Palmetto, Pygeum, Nettle and Olive Leaf, while the ThermaSkin formula uses Green Tea, Yuzu, Kola Nut, Cucumber and Witch Hazel. Both products are all natural, and they also feature Alpha Lipoic Acid, a natural antioxidant that neutralizes harmful



chemicals and free radicals that harm the skin.

On their website, Greensations guarantees each of their formulas will stop any itch in under a minute, and the company is offering a challenge to any product reviewer who wants to put their new body sprays to the “Itch Test”. Free review samples are available for qualified media and medical personnel upon request. ThermaScalp & ThermaSkin can be found at select retailers and at the company’s official website, www.Greensations.com.

###



Contact Information

Niles Porter

GSC Products, LLC

<http://www.Greensations.com>

518-280-4261

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Rights Tracker Completes Fundraising

IP software entrepreneurs secure new funding. The Capital Fund has re-invested in Rights Tracker, a developer of intellectual property rights management systems.

London, UK (PRWEB) November 5, 2009 -- Rights management company Rights Tracker has completed a fundraising round for an undisclosed sum led by existing investor YFM Group.

Also following their existing investment was the Creative Capital Fund, with two of the company's management, CFO Paul Cook and Non-exec Chairman, Iolo Jones also investing (the later through TV Everywhere Ltd), alongside an angel investor from the legal profession. The round remains open with further investment expected.

Rights Tracker provides TV production and distribution companies with rights management software that enables them to maximise their international sales across media whilst reducing their administrative costs. The company's software is also central to the ability of valuing rights based properties in a very dynamic and changing market. Recent client wins include 'superindies' All3Media and RDF.

"We're delighted to have received such strong support from our existing investors," comments Rights Tracker CEO, Ross Bentley. "The rights management marketplace is becoming more and more complex with more media and distribution outlets. Using spreadsheets and basic databases isn't enough in this world and this is where our software platform comes in. It's good to see our hard work in developing the company vindicated both by investors and by major new clients."

Rights Tracker has established a dominant position in the European TV rights market and has ambitious plans to establish a global online rights marketplace. It has already made moves into new markets such as music, licensing, sports and publishing.

The company is on course to post substantial growth in revenues this year and plans to use the funding to grow into overseas and related markets as well as to complete the development of its next-generation technology.

For further details please contact Naomi Bradford
Tel: +44(0) 20 7402 0033

www.rightstracker.com

###



Contact Information

Naomi Bradford

Rights Tracker

<http://www.rightstracker.com>

+44 (0) 20 7402 0033

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Global Network is Changing Rules of the Journalism Game

The Video Journalism Movement launches international online news organization.

The Hague, Netherlands (PRWEB) November 5, 2009 -- The International media is in crisis. News bureaus around the world are forced to make drastic cut backs. As a result, the public is losing out on professional reporting and in-depth coverage. The Video Journalism Movement offers an alternative.

With a network of over 150 professional video journalists and editorial cartoonists that is growing daily, VJM brings real stories, from reporters on the ground, unseen anywhere else.

The VJ movement combines the best of both traditional and citizen journalism; professionalism and interactivity. VJM's professional network produces the stories, but it's the members who set the news agenda. In the online [newsroom](#) they suggest, select and discuss the stories they think should be told.

Founder and journalist Thomas Loudon, came up with the concept while covering the conflicts in Afghanistan and Iraq. While talking with other foreign journalists, Loudon realized two things:

- Journalists were limited by the news agenda back home
- When covering the same topic, these international reporters all ended up with entirely different stories

He realized fundamentally that "There is more than one truth" and this formed the basis of the VJ Movement concept. Loudon then teamed up with longtime friend and web veteran Arend Jan van den Beld, who was instrumental in transferring that concept into the VJ Movement Internet platform.

To learn more, visit vjmovement.com.

###



Contact Information

STACEY GRIFFIN

VJ Movement

<http://www.vjmovement.com>

+31 702040 108

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Dating Website To Give Away a Million Dollars

OnlineBootyCall Celebrates 4 Million Member Milestone with Another Million Dollar Sweepstakes

San Diego, California (Vocus) November 4, 2009 -- OnlineBootyCall.com, the world's premier [casual dating](#) website, announced today a new Million Dollar Sweepstakes to commemorate the 4 million members now on the site. If you had a quarter for every member on OBC, you would have a million dollars. That is exactly why OBC is giving one lucky member a chance to win a million dollars.

This isn't the first time OBC has given its members the opportunity to win big. Every month OBC gives out over \$6,000 to its members. OBC's last million dollar sweepstakes culminated in an exclusive VIP party held in Los Angeles, California. The star-studded, red carpet event was hosted by Playboy Playmate Jayde Nicole, and boasted celebrity appearances from Tila Tequila, Daisy de la Hoya from Daisy of Love, and Playboy Playmates including, the Olly Twins and Jessica Burciaga. This year's celebration will undoubtedly be an even bigger spectacle.

"OBC is bigger than ever! What better way to thank our members than to give away another million dollars?" said Moses Brown, founder of OnlineBootyCall.com.

In addition to the Million Dollar Grand Prize, this sweepstakes will offer one registered member \$5,000 and 5 lucky registered members \$1,000 just for engaging their friends to sign up.

The sweepstakes runs until December 31, 2009 at 11:59:59 pm CT and the winners will be announced thereafter. Please visit www.onlinebootycall.com/contest/index.php#rules for official rules and additional details.

To view Onlinebootycall's You Tube channel [Click here](#).

About OnlineBootyCall.com

OnlineBootyCall.com is the world's number one destination for casual [online dating](#), where singles gather to enjoy the benefits of dating without having to give up the excitement of being single. With four million registered members throughout the US, UK, Canada and Australia, more than 75 million connections have been made since the site's launch in 2003. OnlineBootyCall.com puts the fun back into dating by creating a casual dating community where you don't have to promise marriage just to get a date. For more information please visit <http://www.OnlineBootyCall.com/>.

###



Contact Information

Isaac

OnlineBootyCall.com

<http://www.OnlineBootyCall.com/>

619-400-4001

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Kiss Front Man, Gene Simmons Offers His Fans A Chance To Own His Signature AXE BASS Guitar

KISS front man, The Demon, Gene Simmons offers his fans a rare opportunity to own a limited edition AXE BASS guitar presented by Gene at a meet and greet at ROCK STAR gallery, Scottsdale, AZ, November 30, 2009.

Scottsdale, AZ (PRWEB) November 6, 2009 -- Gene Simmons, Rock God and Co-Founder of the Legendary KISS, nominated to the Rock And Roll Hall Of Fame, has announced fans will be able to get their own licks in with the purchase of a Limited and Personally Signed Edition of the GENE SIMMONS AXE BASS.

ROCK STAR gallery in Scottsdale Arizona, which specializes in Music Collectibles and Celebrity Fine Art, will be hosting a Meet and Greet on November 30 6-8pm for fans who purchase Gene's Axe Bass. It will be private and refreshment will be served.

Created by a true music visionary, Simmons has invented the ultimate memorabilia in a one-of-a-kind Collector's Edition instrument that is personally hand numbered and signed by Gene Simmons himself. And every purchase of the Gene Simmons Axe Bass will also include a meet-and-greet with Simmons, at ROCK STAR gallery 15220 N. Scottsdale Road suite 160 Scottsdale, Az. 85254 in Kierland Commons.

"The GENE SIMMONS AXE BASS is, by some accounts a piece of art -- numbered and signed by myself....but in other ways, is simply my instrument of choice in KISS. The Bass that slays them all..." says Simmons.

Fans can reserve and submit an order of the Axe Bass by calling ROCK STAR gallery, 480-275-4501 or email [info\(at\)rockstargallery\(dot\)net](mailto:info@rockstargallery.net). The Fans will then be able to attend the private Meet and Greet the evening before the concert on November 30. This meet-and-greet with Simmons will include him personally handing the Axe Bass to the buyer and autographing it for them. There will also be photo opportunities. The KISS concert in Phoenix on December 1 is part of the 2009 KISS tour, a legendary trek across to America to deliver songs off the critically acclaimed, much-awaited new "SONIC BOOM" CD, the first new KISS Studio Album release in over a decade.

The official GENE SIMMONS AXE TOUR BUS will shadow the KISS Tour covering more than 45 dates across the US and Canada. Gene will arrive at ROCK STAR gallery in the Axe Tour Bus for the Meet and Greet and it may be featured in the upcoming season of Simmons' hit A&E reality show, "GENE SIMMONS FAMILY JEWELS." "You could also play this Bass on any stage in the world because it's better than anything out there," he says.

The rocker has only this Axe to grind when it comes to this special bass guitar with its unique design and unique, loud sound. The Limited Edition and Numbered silver metallic with a black burst was personally created by Simmons who approved the electronics, the body type, design and even handpicked the wood. The fingerboard is made from Indian Rosewood and each Axe Bass comes with a case that is also designed and hand painted by



Simmons.

Simmons owns the trademark to the word "AXE" and has for over 25 years. He also owns the trademark to the distinctive Axe shape of the bass.

"I've used the Axe on stage and literally thousands of people have contacted me to ask, 'Where can I get one? Gene, I need one right now. Can I buy your Bass?"

"So, I've made a limited number of the Basses, and since this has been announced, the results have been on the tsunami level," Simmons says. Fans are encouraged to call as soon as possible as there are only a limited number and over 60% are already sold. ROCK STAR gallery located in Scottsdale Arizona is the perfect venue for this event. Michael Dunn, Owner of the gallery is honored to host Gene Simmons and his fans. "Growing up KISS was THE BAND. The uniqueness of this group is unparalleled to any other. Gene Simmons cares about his fans and we will make this a night to remember." Dunn says. The ROCK STAR gallery features custom framed hand signed collectibles from KISS, Zeppelin, The Eagles and many more. Celebrity artwork is also featured from Ronnie Wood, Grace Slick, Stephen Holland, Sebastian Kruger and more." "We help people experience probably the best time in their life with their favorite music and art. Purchasing the Simmons Axe Bass is a rare opportunity for the ultimate guitar and KISS fan," Dunn says.

As KISS fans have known for years, Simmons doesn't just do things in a quiet way. Forget the concept of plunking down a credit card and receiving your Axe Bass from the UPS man. Fans will have a unique experience with the rock icon at the Meet and Greet. Gene will be doing local radio interviews prior to the Meet and Greet. Simmons says that the Axe Bass is a gift to his loyal fans. "I owe the fans everything because they made my life possible," Simmons says. "When I was growing up, I was never able to get a piece of the Beatles. They weren't available, but they were still Mt. Olympus to me.

"This Axe Bass is just as special for me and the fans," Simmons says.

"You may not be able to be Gene Simmons," he says. "But you can feel like me, with my GENE SIMMONS AXE BASS slung over your shoulder."

For more information contact ROCK STAR gallery or visit www.rockstargallery.net.

A visit at ROCK STAR gallery: <http://www.youtube.com/watch?v=5MjTrU5i7ck>

ROCK STAR gallery
15220 N. Scottsdale Road Suite 160
Scottsdale Az. 85254 480.275.4501 info(at)rockstargallery(dot)net
Contact: ROBERT PETTYCREW

###

**Contact Information****Robert Pettycrew**

ROCK STAR gallery

<http://www.rockstargallery.net>

480.275.4501

Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Free Giveaway Contest of 20 Family Safety Board Games - Play It Safe "The Only Game That Could Save Your Lives!"

[Play It Safe](#), the family board game about all things safety is announcing a free 20 game giveaway contest for the holidays. Parents/adults can enter to win at [Enter Contest](#). Contestants will also have a chance to try a sample quiz after entering. Play It Safe is also announcing a charitable contribution in conjunction with board game sales through the holidays. Many families could use a little help this holiday season, share the Play It Safe giveaway contest - "The Only Game That Could Save Your Lives!"

(PRWEB) November 4, 2009 -- Play It Safe, the family board game about all things safety is announcing a free 20 game giveaway contest for the holidays. Parents/adults can enter to win at [Enter Giveaway Contest](#). Contestants will also have a chance to try a sample quiz to test their safety knowledge after entering.

Think family game night, think Candy Land or Trivial Pursuit, but those games won't teach families lifesaving lessons; however a clever new board game will! Introducing Play It Safe, this brand new board game covers everything safety: first aid, natural disasters, Internet, strangers, transportation, wild animals, fire, water, and much more! The family bonds and has fun while learning to tackle difficult situations.

Going beyond a traditional board game, Play It Safe also includes a web component, where families can view entertaining videos and more detailed information about each safety question. There's also a feature to create personal ID cards online and make them permanent with the provided laminated sleeves (great for kids). The game comes with other valuable extras: Fingerprint and DNA ID kits, a Home Fire Escape Plan and an AMA First Aid Guide.

Play It Safe will also be donating to charities for the holidays by giving one Play It Safe game for every two sold, and providing the charities a means to receive a portion of Internet sales. These worthy charities will include [Arizona's Children Association](#), [Greater Phoenix Youth At Risk](#), & [Childhelp](#).

Play It Safe Game Details

The one-of-a-kind board game features more than 600 separate question cards for children and adults covering first aid, natural disasters, Internet, strangers, transportation, survival, wild animals, fire, water, and much more! Kids will discover how to avoid dangers in everyday life and they'll love the survival and wild animal questions that keep them captivated. Parents will see how their children think in difficult situations and will learn that "they" have a lot to learn about safety!

Play It Safe comes with many free valuable bonus items:

-Each question/answer is integrated with the Internet where fun, entertaining videos and more detailed information is found.

-Families also receive free (4) Fingerprint and DNA ID kits, a Home Fire Escape Plan for the family to develop,



and an AMA First Aid Guide.

-Create personal ID cards online; print them and make permanent with the (4) provided laminated sleeves.

-The Winner Wheel is a clever extra that gives the winning child (it's likely that adults won't win!) a special prize such as their favorite meal, movie, or an extra hour of fun time on a weekend night.

There are many forms of family entertainment available, many with very little lasting value. For less than the cost of a night at the movies families could add life-long value to their game night.

See more details or purchase Play It Safe at - [Play It Safe Game](#)

To get more information on the story behind the game development visit - [About the Play It Safe Game](#)

For children ages 6 and up & adults.

*Source: Safe Kids USA Organization

###



Contact Information

Randy Martineau

One Source Global, Inc.

<http://www.playitsafegame.com>

480-990-3023

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Wedding Planning Membership Site, TheBridalCoach.ca, Changes the Landscape of the Online Wedding Industry

Canadian brides, for the first time in internet history, can do all of their wedding planning online with certified wedding planners guiding their every step. No longer do modern brides have to search around outdated websites for out-of-date wedding information. The first wedding planning membership site in North America, TheBridalCoach.ca opens its door on November 10th, 2009, combining cutting edge technology with experience and expertise of certified wedding planners.

(PRWEB) November 5, 2009 -- The old paradigm is still alive and well on the internet. Bride's are going online to search for information to help them plan their wedding. What they find is outdated wedding planning checklists, vague promises of wedding solution ebooks, online wedding magazines full of beautiful wedding gown pictures, forums where they can get answers from other brides, and funny YouTube entrance dance wedding videos. But none of this gets them any closer to planning their wedding---mostly it gets them more confused and plants the seeds for bridezillas to emerge.

TheBridalCoach.ca is opening its door as a response to this dysfunctionality in the online wedding market. It is the first and only [wedding planning membership site](#) in North America. Their stated mission is to provide the modern bride and groom one place on the internet to find everything they need to plan their wedding the right way, in a timely manner, with the least effort and from the comfort of their home. This entrepreneurial group of wedding planners is launching its membership site on November 10, 2009, just at the beginning of the wedding planning season for most brides and grooms.

"The launch is a massive internet marketing event," says Angela Fiebelkorn, wedding planner and CEO of [www.TheBridalCoach.ca](#). "This membership site offers a unique combination of cutting edge technology and years of wedding planning experience and expertise."

She further states that "a team of [certified wedding planners](#) share their collective wisdom in countless short videos that tell the bride and groom what they need to know each step of the way. The membership site has easy to follow checklists so the bride can just get things done. Additionally, the bride and groom are assisted by professional wedding planners and coaches in the members' forum and through the weekly coaching calls. They can access these planners at any time for a prompt answer, and all this from the comfort of their home---and, the cost is a fraction of the cost of hiring a wedding planner."

Asked why they think that they can do what no one has ever done before, Josef Schinwald, well-known SEO (search engine optimization) and internet marketing expert, and consultant to this project states, "this is going to be a pioneer service changing the paradigm of planning a wedding for many brides- and grooms-to-be. For the launch of the membership site, we are using a product launch formula combined with event marketing which allows us to keep the door open for one week after the countdown to launch on November 10th, culminating in a series of free webinars where prospects can ask question about their wedding or the membership site live in real



time on the internet. We are using the power of Twitter where we already have over 10,000 followers, a newsletter mailing list into the thousands, as well as Facebook fan page and group, and other social media marketing channels like wedding news blogs, forums, and social bookmarking communities. We believe our membership site will sell out hours into the launch."

The Wedding Planners Institute of Canada (WPIC) states that couples spend about 250 hours planning a wedding. Most of that time is spent researching all the options and trying to figure out exactly how they want to put their wedding plans together. TheBridalCoach.ca has a wonderful wedding planning module that involves both the bride and groom in creating their [wedding vision](#) together, with the helpful assistance of a series of videos explaining everything they need to know to make informed decisions. The focus of the membership site is to keep the couple action oriented with checklists and coaching so they can arrive at their wedding day relaxed and happy.

###

Contact Information

Angela Fiebelkorn

The Bridal Coach

<http://www.thebridalcoach.ca>

1-800-519-1412

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





VisuaLimits Table Signs Introduces Table Monitoring System Automated Dealer-Pace Audits

The use of VisuaLimits Table Signs technology ultimately results in providing casino management with viable statistics that may be used to improve efficiency, create additional revenue streams, increase profits and make pit operations easier.

(PRWEB) November 5, 2009 -- [VisuaLimits](#) Table Signs takes its Table Game Signs technology to the next level with the introduction of its Table Monitoring System Automated Dealer-Pace Audits enabling casino management to enhance pit operations, reduce labor costs and improve employee performance.

“Audits have traditionally been performed manually and sporadically by surveillance personnel, utilizing manpower, while producing subjective performance results,” said Perry Stasi, gaming industry veteran and president/CEO of VisuaLimits. “The automated VisuaLimits audits are performed more frequently and accurately resulting in real-time, as well as, historical information that can be used for evaluating dealer performance, including documented statistics for employee reviews. VisuaLimits also collects information from the tables in real time that can be used for analyzing and improving game spreads and long-term scheduling efficiency.”

VisuaLimits will showcase its table sign monitoring system technology at the 2009 Global Gaming Conference (G2E), Booth # 2335 and demonstrate the system’s dealer statistics capabilities including:

- Real-Time Automatic Calculations of Individual Dealer Performance, which includes hands-per-hour; shuffle time, and “true” hands-per-hour (hands per hour factoring in shuffle time).
- Collective Calculations of Dealer Statistics, which includes comparative data of hands-per-hour average per game; shuffle time average per game for previous seven and 30-days, and “true” hand-per-hour average for previous seven and 30-days. Through this collection of data the casino is able to set a medium or par performance level for their associated dealer personnel.

VisuaLimits Technology Puts Casino Management in Driver’s Seat

“The hallmark of VisuaLimits table signs is technology that puts casino management in the driver’s seat and ultimately results in viable statistics that may be used to improve efficiency, create additional revenue streams and increase profits,” said Stasi. “From our system’s game status reporting capabilities, dealer-pace audits and media manager to its color coordinating rear display, easy installation, sports ticker, user-friendly back-end system and unobtrusive design - which won’t hinder game protection - VisuaLimits table signs are designed to make the management of pit operations and casino marketing easier and more cost-effective.”

A relative newcomer to this casino technology arena, VisuaLimits has already made impressive inroads with major Las Vegas casino properties. MGM Grand, Mandalay Bay, Mirage, Luxor and Green Valley Ranch currently utilize the VisuaLimits table signs. Smaller casino properties also have discovered the value in adding VisuaLimits to their operations including Colorado casinos The Lodge and Gilpin as well as the OLG Casinos in Ontario, Canada.

Game Status Capabilities Improves Operational Efficiency

Giving casino management the tools to improve operations, VisuaLimits table signs also have the following game status and limit features:

- Real-Time Status of all of games including active, dead or closed.
- The duration of how long games have been active, dead, or closed on a particular shift/day/week/month/annual basis.
- Comparative analysis for all information collected, i.e. date-to-date; shift-to-shift.
- Current table limit including how long the game has been at that limit, as well as displaying the previous limit.
- The average limits for the casino as a whole on a daily/weekly/monthly/annual basis.
- The ability to “remotely” drop the limits on games that are dead.
- How long the game has been active at that limit.
- Whether the game is non-smoking and how long it has been non-smoking
- Daily Bar Graph Analysis including: Daily Snapshot History - chronological bar graph displaying limits and correlating game status (Open/Dead/Closed), including non-smoking, for an entire day/shift; Ability to analyze any past month/day/shift and compare directly with past history.

“The bar graph analysis report, which is issued via daily emails and details the daily efficiencies for the entire casino collectively and individually based on game type and shift, enables management to identify chronic scheduling or spread anomalies, that may have gone unnoticed, as well as, assess the effectiveness of pit management’s ability to manage table limits on a continual basis,” said Stasi.

Adding to its ease of use and ability to quickly adjust to a changing player environment, VisuaLimits’ software is web based and capable of being accessed through any internal pc on the network. Casino operations staff has the ability to choose what limits are needed for a particular game or pit and to manage sign verbiage. In addition, there is the VisuaLimits "Automatic Dropping" feature which allows management to determine how long a game will remain dead before the limit on that game will “automatically” drop, as well as technology that offers the convenience of table limits being changed at the table as opposed to a terminal away from the game; i.e. pit podium.

Casinos and Advertisers Use VisuaLimits Media Manager to Capture Consumers

Digital signage has long been a major marketing tool inside casinos, but the emergence of table signs have taken that message delivery system to a captive audience. VisuaLimits table signs, which are sleek and unobtrusive to table play, are designed to enhance a casino’s brand by incorporating dynamic data within its messaging system. Casinos can use nearly all static imaging or video formats to promote on-premises events, entertainment, restaurants and amenities. Content can be input from remote locations, but it is controlled from a central location on the property.

The same graphic and delivery technology also is being used by outside advertisers to capture consumer awareness, driving them to make point-of-purchase decisions on such products as hard and soft beverages.



[VisuaLimits](#) offers companies an effective and cost-efficient method for increasing consumer depth and reach through a medium not previously available on the casino floor. Built into the design is technology that enables advertisers to control consumer messaging practically in real time; conduct multi-brand programming; proof of playback; target customers by income-level and avoid the expense of new production costs by leveraging existing materials.

“It’s a ‘win-win’ for both the casino property and advertisers,” said Stasi.

###



Contact Information

Ryan McClellan, VP/COO

VisuaLimits Table Signs

<http://https://www.visualimits.com>

702-238-4235

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Vitrium System's Leading PDF Analytics Technology Featured in Adobe Technology Report

Adobe Systems expected to incorporate similar technology to Vitrium's docmetrics using Omniture technology. A newly-published report from [The Future of Publishing](#) makes a clear and compelling case for the value of measuring the metrics of PDF files.

(PRWEB) November 5, 2009 -- A newly-published report from [The Future of Publishing](#) makes a clear and compelling case for the value of measuring the metrics of PDF files.

Titled "Adobe's Designs on Web Analytics: The Omniture Acquisition," the report, by noted electronic publishing analyst Thad McIlroy, quotes from both outside analysts and Adobe executives to uncover the inside rationale for Adobe's \$1.8 billion purchase.

All parties surrounding the deal have recognized that a vital component of the web, PDF files, are not measured by web analytics firms today. [Anil Batra](#), in his blog on web analytics states the case plainly. He sees numerous advantages in Adobe having the opportunity to add robust analytics to PDF files. Creators of PDF content will not only be able to see how many people downloaded a particular piece of content but they will also learn:

- About the circulation of the content. Did a person who downloaded the paper pass it along to others?
- How far did the reader go through the PDF?
- If a reader searched for something in the PDF?
- What were the keywords?
- To tie the [PDF analytics](#) with site analytics to optimize and target the site side experience as well as arm the sales force with the information.

Paul Weiskopf, Adobe Systems' SVP of Corporate Development is quoted in an interview conducted exclusively for the report stating: "We think that there are opportunities for PDF, but we don't see this as limited to any specific file format. We expect to be agnostic with respect to formats."

However, as McIlroy notes, "for several years [Vitrium Systems](#) has sold a similar offering called docmetrics. The key features of docmetrics might be incorporated into Adobe's offerings in the years to come, but docmetrics makes it easy today to visualize how the Omniture acquisition can enable web analytics in PDF files. Docmetrics changes the value proposition for the dissemination of PDF documents.

"It's remarkable," McIlroy commented after the report's release, "how far ahead of the curve Vitrium has been with [docmetrics](#). It will surely be several years before Adobe can fully implement Omniture's technology in Adobe's Acrobat technology, which provides a great opportunity to Vitrium."

For more information contact:

Peter Nieforth, CEO, Vitrium Systems, Inc.

1- (604) 677-1500, Extension 45



The report Adobe's Designs on Web Analytics: The Omniture Acquisition, (© 2009 by The Future of Publishing) is available for download for \$95 as a [protectedpdf](#) document at www.thefutureofpublishing.com.

###



Contact Information

Randa Codron

Vitrium Systems

<http://www.vitrium.com>

604-677-1500

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Oso Healthcare Provides Implementation and Support Services for ClearCanvas Open Source RIS/PACS

Oso Healthcare will provide implementation services and remote phone and online support for the ClearCanvas customer base of more than 5,000 radiology software users worldwide.

Toronto, Ontario (PRWEB) November 5, 2009 -- [Oso Healthcare, Inc.](#) announces its launch as a premier support provider for [ClearCanvas, Inc.](#) open source RIS/PACS products. Oso Healthcare will provide implementation services and remote phone and online support for ClearCanvas software users.

Oso Healthcare is an independent, professional healthcare IT services organization as well as premier support partner for ClearCanvas open source [RIS/PACS](#) products and its base of more than 5,000 users who work in hospitals, clinics, imaging centers, physician practices, research facilities and healthcare businesses worldwide.

Oso Healthcare offers ClearCanvas software users a pay-as-you-go remote support model as an alternative to lengthy and expensive service contracts. Instead of annual support costs based on expensive, and often unused, software licenses, Oso Healthcare clients pay for support on a per support ticket basis, no matter how many ClearCanvas software licenses are installed. Oso Healthcare offers various bundles and combinations of support tickets that allow customers to customize their support package and realize further discounts. Three types of support tickets are offered with varying levels of response time via online, phone or remote access support options. Oso Healthcare's customer support center portal allows clients to easily and quickly open a new support case, update existing cases or access a knowledge base, eLearning training modules and user forum. These and other features enable the customer to have greater control and added value over their support encounter.

“Our philosophy is based around the [open source](#) culture, and we utilize best practices in professional healthcare IT service delivery,” states Martin Kepa, vice president of services, Oso Healthcare, Inc. “We believe in making radiology workflow software implementation and support processes easy and affordable with many opportunities for customization based on client needs,” adds Kepa.

Oso Healthcare leverages open source software to create solutions and to manage its operations whenever possible. “Open Source Software (OSS) provides a high quality, low cost alternative to other commercialized software products and thus adds greater value for clients,” says Kepa.

The Oso Healthcare and ClearCanvas teams have many years of combined healthcare IT experience and both have previously worked with one of the most widely used diagnostic imaging software products in the world.

“We partnered with Oso Healthcare to provide our customer base of more than 5,000 global users with a dedicated, reliable resource that has expertise in ClearCanvas open source RIS/PACS implementation and support capabilities to maximize their software experience”, explains Norman Young, president, ClearCanvas, Inc. “We will maintain our focus on developing high quality open source RIS/PACS products while Oso Healthcare will provide high quality professional services and support,” adds Young.

Oso Healthcare will offer one free basic support ticket valued up to \$450 to the first 25 ClearCanvas users who



register (for free) on their customer support center portal located at <http://support.osohealthcare.com>. For more information about Oso Healthcare, please visit www.osohealthcare.com or call 1-800-531-6377.

About Oso Healthcare

Oso Healthcare is an independent, professional healthcare IT services organization as well as the premier support provider for ClearCanvas open source RIS/PACS products and its base of more than 5,000 users who work in hospitals, clinics, imaging centers, physician practices, research facilities and healthcare businesses worldwide. Oso Healthcare provides OsoConsult software implementation, customization, project management; workflow, operations and IT analysis services; and OsoCare technical support services. Oso Healthcare is committed to a patient centric approach, industry best practice service standards and flexible, affordable support options. This approach helps customers reduce RIS/PACS deployment and maintenance costs and complexity and increase user satisfaction through open environment software and quality service delivery. For more information, please visit www.osohealthcare.com or call 1-800-531-6377.

About ClearCanvas

ClearCanvas is devoted to creating innovative open source healthcare IT applications that serve the common good. Our strong commitment to understanding the needs of users within radiology has led us to develop a RIS/PACS solution that is intuitive and easy to use. The solution is built on top of our highly extensible application platform, which empowers not only us, but also members of the ClearCanvas community to quickly add and customize functionality as they see fit. For more information, please visit www.clearcanvas.ca or call 416-340-4800 x5954.

ClearCanvas is a trademark of ClearCanvas, Inc.

###

**Contact Information**

Christine Boehm Hawkins

Oso Healthcare, Inc.

<http://www.osohealthcare.com>

216-849-0716

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Pop Culture Commentary Served with Heart

Vancouver-based postMadonna.com is naughty, but nicer.

(PRWEB) November 5, 2009 -- Quirky. Provocative. Witty. Deliciously random. These are a few of the terms readers are using to describe new pop culture website postMadonna.com.

postMadonna.com is a website about pop culture, celebrity and current events - served with a twist of 80s nostalgia. Always humorous and engaging, postMadonna.com entertains without tearing others down or perpetuating inane gossip.

Created by writer Philip C. Breakenridge, postMadonna.com offers a fresh and titillating take on the world of entertainment. Choosing quality over quantity, this innovative website delivers a daily dose of witty commentary and random celebrity observations. Topic categories such as "Alone in the Dark," "Strike a Pose" and "Madonna Moment" explore the worlds of cinema, star sightings and the goddess of pop culture herself. "I believe that pop culture commentary should be inspiring and positive," says Breakenridge. "It can still be racy and push buttons. I like to write a piece as if I'm whispering it into the reader's ear. Writing is at its best when it's naughty, forbidden."

[postMadonna.com: Pop culture, with heart.](#)

###

Contact Information

Philip Breakenridge

postMadonna.com

<http://www.postmadonna.com>

604-215-0745

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Multiple Awards Make Choosing Honor the Gift Book of This Holiday Season

Family gatherings around the globe during the Holidays are marked by heated discussions regarding the state of the world. This year's "must have" information is to be found in the highly acclaimed, independently published book, Choosing Honor, An American Woman's Search for God, Family and Country in an Age of Corruption.

(PRWEB) November 5, 2009 -- The most important book to have on hand this Holiday season is [Choosing Honor, An American Woman's Search for God, Family and Country in an Age of Corruption](#). Choosing Honor is a 2009 National Best Books Award Finalist in both the Religion: General and the Current Events: Social/Political categories. Earlier this year, Choosing Honor was also named a Mom's Choice Award Honoree, an Eric Hoffer finalist book, and the 2009 Premier Book Award's Second Place Book of the Year in the Religion/Spirituality category. If your family gatherings thrive on intellectual, social, political and religious discussions then Choosing Honor is the "brain food" you want to bring to the table this year.

In Choosing Honor, Ficalora, who was raised as an "IBM Baby," details how corruption has and is forcing a reconfiguration of our monetary system. Choosing honor, Ficalora tells us, requires us to pay attention to the "mind games" at work in our society, games that undermine our authority, and our freedom.

After reading Choosing Honor, [Tara Paterson](#), founder of the [Mom's Choice Awards](#) said, "I had no idea when I sat down to read Choosing Honor how powerful it would be. I honor Ficalora for having the courage to put this out there. A lot of people wouldn't have done it for fear of their safety. It's a sign of how things are slowly changing and truth is beginning to surface." Ficalora says in the pages of Choosing Honor, "We are at a crossroads. It is up to us, We the People, to choose who we are as a nation." Are we going to be true to our national ideals of liberty and self-determination or are we going to submit to government/corporate authority. Our nation's honor was entrusted to a select cartel of bankers who betrayed the trust. Now that the trust has been betrayed, Ficalora tells us, it is up to us, "We the People," to get our money back.

A reader's review posted on Amazon.com credits [Choosing Honor as a book](#) with the potential to do a lot of good for many people. Choosing Honor, Ron Flint of Anacortes, Washington, says is, "full of good information! It's a self help book, but it's also like taking a fascinating class about the human condition all in one." We at Avail Press could not agree more. Choosing Honor is a book that reveals the root problems of our times and Choosing Honor offers sound solutions that readers can use to take positive action in the face of today's social and economic crisis.

You can find Choosing Honor online and at your local booksellers. There are a limited number of awards decorated, signed, editions of [Choosing Honor](#) available via: www.availpress.com. Enter coupon code: REVOLUTION at check-out for a 30% discount!

###

Contact Information

Mary T Ficalora

Avail Press

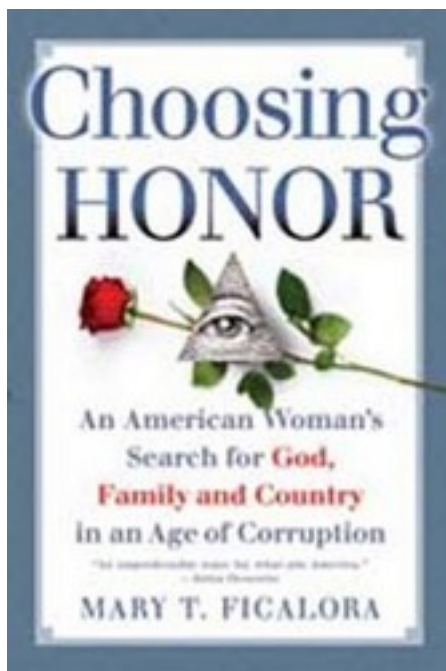
<http://www.availpress.com>

818 889 6725

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Tha Pope's New Website Chronicles His Rise to Fame from Hustling Merchandise to Cutting His First Hit Single, 'It's On'

Up and coming Atlanta rap star grew his fame on the streets, that resulted in his big break with LRH Music Group and his much anticipated album release.

(PRWEB) November 5, 2009 -- Tommy Pope, Jr. unfortunately had the deck stacked against him from day one. But he always had dreams of hitting it big in music. Born in the small town of Rome, Ga., and raised in the even smaller town of Cave Spring, Ga., he was miles away from the bright lights and the big city, but wanted to get into the Hip-hop music scene. He stayed on his grind working his way up the ladder and today the rap star known as Tha Pope has fans all over the Southeast.

“I dreamt of being a big rap star someday with my own album and fans,” Pope said. “But I had to start on the bottom and make my name and reputation on the street.”

Influenced by Tupac Shakur and Cash Money Records, Pope always wanted to make it big in the music industry. He joined a local label and got to cut his teeth alongside big rap stars like T.I., B.G. and Soulja Slim. But Pope was always waiting for his big break and instead worked the neighborhoods hustling clothing, CDs and DVDs to scrape by and pay the bills while he paid his dues in the industry.

“I was just focusing on making a name for myself on the streets because I knew some day my day was going to come,” Pope said. “There were some rough times while I had to scrounge my way up to get my big break. Trust me, there were times I barely had food and a roof over my head and I was sure I was never going to make it.”

Just when Pope was ready to give up on fighting for his dream and the challenge just to survive, he worked with other local artists and finally got a break with Mobstyle Entertainment in 2004. He renamed himself Tha Pope, cut five mixtapes and went back to the streets to pound the pavement and grow the popularity of his music – one listener at a time.

“Nobody wanted my music at first. I really had to convince people to give me a break and check out my beats. Once I became better known on the streets, it was the first realization that finally rap music was no longer my hobby but I was able to make it my business,” he said. “It was the underground rap circuit that gave me my first break thanks to hitting the streets and staying connected to the ‘hood.’”

It launched his career as an up-and-coming star in the rap scene and scored him opening act opportunities with some big names in the industry. Before he knew it, he was sharing the stage with superstars such as T-Pain, Lil Wayne, Trina, Young Buck, D4L, Young Jeezy, Field Mob, Yo Gotti, Gucci Mane, Nivea and others. Reaching out beyond Atlanta, Tha Pope has been able to grow his fan base and website throughout the Southeast United States.

“I have accomplished a lot since barely living struggling to sell t-shirts, CDs and DVDs while waiting for my big break,” he said. “But I always was focused on my goal and driven to achieve success no matter what happened. Now I am looking forward to expanding my fan base and making some great music that grows my popularity. It’s



all about the fans. They gave me my big break and I look forward to putting out some more hot singles.”

With the production of Carl Shackleton, Tha Pope crafted numerous singles to be released soon under LRH Music Group. The first single “It’s On” features Angel who was also featured on the anthem “Cut Friends” by Universal recording artist Camouflage. The song is supported by Hittmenn Djs, Rock Harder Djs, TjsDjs and RW record pool. It has been rotated by five radio stations – WFXE in Columbus, Ga.; WEUP in Huntsville, Ala., WIIZ in Augusta, Ga.; WEAS in Savannah, Ga.; and WJTT in Chattanooga, Tenn.

To check out the music that launched Tha Pope and to get some insider tips on what’s next in his future; please check out his website at www.thapopemusic.com

###



Contact Information

Carl Shackleton

LRH Music Group

<http://www.thapopemusic.com>

404 424 7751

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Electrician.com.au Poll Finds 42% Happy To Be Told What To Do, If It's Good For Environment

Australian consumers will be forced to choose energy efficient light globes. However a recent poll by Electrician.com.au finds that 42% of survey respondents are happy to be told what to do by the Government when it's good for the environment.

(PRWEB) November 5, 2009 -- How do consumers feel about being told what to do by the Government, especially on basic household purchases? When it comes to the environment, it appears that a large portion of us are okay with it. A recent survey commissioned for Electrician.com.au found that 42% of respondents were happy to be forced to buy energy efficient light globes if it's good for the environment.

The Australian Government is currently undergoing a tiered phase out of incandescent light globes, commencing with import restrictions and heading to a total ban from year 2015 and beyond**

According to Electrician.com.au Spokesperson, Craig Seitam, "This was an interesting question for us. We know that consumers tend to react negatively to enforced bans, however in this case I believe that the environmental impact message is getting through."

Bronwyn Dennis is spokesperson for HPM, Australia's largest retail brand of electrical accessories. She said "The fact that such a high percentage of people are happy for the government to take such a strong stance on this matter indicates true concern for the environment, which is great news. It also may indicate people are confused by the clutter of 'green' marketing and are looking for an independent authority for guidance."

Craig Seitam adds "The results have been a pleasant surprise, and it will be interesting to see the level of take-up prior to the total bans being placed."

Launched recently, Electrician.com.au (part of the Business.com.au network) is an online directory featuring Australian Electricians and electrical information.

Electrician.com.au is part of Online Marketing Group Pty. Ltd., Australia's largest website publishing network. For further information contact Craig Seitam via email to [craig.seitam \(at\) omg.com.au](mailto:craig.seitam@omg.com.au) or phone +61 2 9008 1382

*Survey conducted October/November 2009 by Craig Bradley Market Engineering Pty Ltd, source <http://www.CompetitionsGuide.com.au>. Over 1,000 responses recorded without duplication from respondents with verified details.

**([source:www.environment.gov.au/settlements/energyefficiency/lighting/](http://www.environment.gov.au/settlements/energyefficiency/lighting/))

###



Contact Information

Craig Seitam

Online Marketing Group

<http://www.omg.com.au>

+61 2 9008 1382

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Travel Experiences Caught on Video on City Discovery

From walking tours to crocodile watching and close encounters with a space shuttle, City-Discovery.com presents videos of the most exciting and interesting travel experiences available online. Travelers can make wiser and informed choices of their travel activities through the new feature on the site.

Paris, Rome, Toledo, USA (PRWEB) November 5, 2009 - Customers of City-Discovery.com, a website that specializes in bookings for sightseeing tours, travel experiences, and ground transportation worldwide, can now watch videos of popular travel experiences on the site. Professional two-minute videos showcasing a destination's special attractions or providing an overview of activities are now available for selected tours, including the ever-popular walking tours to more adventurous travel experiences like crocodile-watching, zip line adventures, and ultimate space experience in Orlando.

Videos are high-quality movies featuring either voice-overs or virtual tours by professional guides, with music in the background. They are produced in partnership with tour suppliers from various destinations.

"Our goal is to bring the travel experience closer to the customer," says City Discovery vice president Wladimir Guez. "The online video tours will give prospective customers a better sense of what the destination and tour will be like. This is especially important for first-time travelers or budget-conscious ones who want to be reassured that they will be getting their money's worth by booking a tour."

"Also, as more travelers research trips and activities online before traveling, being able to see the actual activities on video beforehand goes a long way towards eliminating guesswork about the reliability of tour providers," Guez adds.

The video listings join the set of new and enhanced features on City-Discovery.com, which includes itineraries, expanded media content, shareable wish lists (called WishBox on the web site), and travel gift certificates that can be exchanged for tours. Soon, user-generated videos will be available, making the media content on the site more interactive.

In the meantime, for a sample of [tours with videos](#) from among City-Discovery.com's roster of over 5,000 tours and attractions in 300 destinations, travelers can check this list out.

Exploring the Vatican

The [Vatican City Walking Tour Experience](#) is an entertaining and eye-opening experience of the Vatican, the small city state nestled in Rome and official home of the Pope. Beginning with a walk around the fortified walls of the city, the tour moves forward with fascinating commentaries on ancient Christian art and sculpture housed in the famous Vatican Pinacoteca, where a copy of Pieta by Michelangelo can be admired, as well as priceless works of art by Raphael, Leonardo Da Vinci, Guido Reni, Caravaggio, and Pietro Perugino. Other Vatican highlights



include the Pinecone and Belvedere Courtyards, Hall of Muses and Greek Cross Room, Raphael Rooms, Sistine Chapel, St. Peter's Basilica, and the Swiss Guards.

In the video, host Jason Pittelli, head guide of Love4Adventure tours, introduces iconic monuments and landmarks in the Vatican in a personable and easy-to-follow manner. Meanwhile, travelers interested in a more fast-paced exploration of Rome and the Vatican may prefer the [Escorted Cruiser Bike Tour](#). Equipped with an audio guide MP3 player, participants get to know the area's diverse history, while pedaling along from the Colosseum to the Imperial Forums and from the Vatican to Piazza di Spagna.

Biking in Florence

[Florence Bike Tour](#) lets travelers explore Florence, the Cradle of Renaissance Culture, on a bike. Passing through narrow streets, on pedestrian areas, and past magnificent monuments, the bike tour is an exhilarating way to enjoy a city with fellow travel and bike enthusiasts. The video of the activity shows the tour escort riding with and guiding the group, giving interesting commentaries about sights and attractions including the medieval district of Duomo

Visiting Mt Fuji in Japan

Mt. Fuji is Japan's most famous symbol, attracting sightseers and climbers from all over the world. Its exceptionally symmetrical cone has captured the imagination of countless artists and poets throughout the ages. One-day trips like Mt Fuji Hakone and [Motorcoach Tour of Mt. Fuji and Hakone](#) allow travelers to get in touch with nature and enjoy amazing views of the mountain and valley beside it. A scenic cruise on Lake Ashi, extending from the foot of Mt. Fuji, is included in the activities. The return to Tokyo is by Shinkansen or bullet train from Odawara Station.

Encounters with an astronaut, gators, dolphins, and treetops

These [things to do in Orlando](#) include close encounters with astronauts, spaceships, dolphins, alligators, and treetops. The Ultimate Space Experience includes a Space Pass, giving space enthusiasts the opportunity to take lunch with a genuine astronaut and a two-hour fully-guided tour of the Kennedy Space Center. Gatorland Tour features fun and adventure in the protected habitat of over 4,000 alligators, as well as snakes and other exotic animals. On the other hand, the Key West Shallow-Water Experience gives participants the chance of a lifetime to spend time at a dolphin lagoon as well as explore the natural splendor of the Florida Everglades and experience some of the Miami Vice lifestyle. While the Zip Line Glide and Ride Eco Adventure highlights aerial adventures over Florida's wetlands and through an ancient cypress forest.

All City Discovery tours and activities bear the City Discovery Best Price Guarantee, making it easy for travelers to book their preferred travel adventures at the lowest possible price online. For more inspiration on what trip to take, visit www.city-discovery.com.

About City Discovery

City Discovery is a leading provider of sightseeing tours, travel experiences and ground transportation



worldwide. With over 5,000 carefully selected travel activities in 300 destinations and user-friendly features such as traveler reviews, wishbox, suggested itineraries and gift certificates, City Discovery sells directly to consumers through City-Discovery.com and a network of over 7,000 travel agencies and affiliates. City Discovery is available in 12 languages and has offices in USA, France, Italy, Greece and the Philippines.

###



Contact Information

Wladimir Guez

City Discovery Tours and Activities

<http://www.city-discovery.com>

+33970448249

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





PPC Advertising and Geo-Targeting is the Topic for November 12 Webcast at Search Marketing Now

Dan Soha discusses how Pay Per Click (PPC) advertisers can use geo-targeting to increase the efficiency of a PPC campaign, cut costs and increase ROI

Redding, CT (PRWeb) November 5, 2009-- On Thursday, November 12, at 1 PM Eastern Standard Time, Dan Soha, CEO of search agency Five Mill, will deliver an educational webcast at Search Marketing Now, "PPC & Geo-Targeting."

This webcast is free and is sponsored by Marin Software. SMN [Registration is open](#) and more information is available at [Search Marketing Now](#).

PPC advertisers use geographical targeting to create more focused and targeted advertising campaigns. By limiting the geographic target, advertisers can increase efficiency, boost conversion rates and improve their overall ROI for PPC advertising.

This webcast will provide advanced tips and tactics for using geo-targeting in a PPC advertising campaign. Dan Soha will discuss how to use keywords to maximize geo-targeting, how to outbid the competition, plus what some of the differences are among the main search engines.

Dan Soha is CEO of Five Mill, Inc, a San Francisco-based search marketing firm. He has developed innovative techniques that draw not only on his skills in marketing and advertising, but also on his academic background in the field of Algorithm Theory. As the Principal and SEM Specialist of Five Mill, he provides his expertise along with custom-tailored SEM strategies to clients in such varied fields as lead aggregation, retail, broker, brand advertisement, and more.

This webcast is sponsored by Marin Software. Founded in April 2006 by experienced search marketers and software experts, Marin Software provides a browser-based, enterprise-class paid search management application for advertisers and agencies. Marin Search Marketer® addresses the workflow, analysis, and optimization needs of advertisers and agencies, saving time and improving financial performance for large-scale SEM campaigns. Marin is designed for those who are spending at least \$100,000 monthly on paid search. Marin's over 150+ customers collectively manage in excess of \$600 million of annual search spend via Marin's application. Customers include University of Phoenix, Neo@Ogilvy, Razorfish, Reply!, and ZipRealty.

About Search Marketing Now and Third Door Media:

Search Marketing Now webcasts are produced by Third Door Media, Inc. Third Door Media's mission is to empower interactive and search marketing professionals by providing trusted content and community services they need to be successful.

Third Door Media produces the conference series [Search Marketing Expo - SMX](#), which includes SMX West (Santa Clara, CA, March 2-4, 2010), SMX Advanced, SMX East, and other SMX conferences. Third Door Media also publishes the search marketing news and analysis site [Search Engine Land](#) and Sphinn.com, the place for



web, online, search, interactive and internet marketers to share news stories, talk within subject-specific discussion forums, build a network and stay connected to hot topics in internet marketing.

###



Contact Information

Christopher Elwell

Third Door Media

<http://thirddoormedia.com>

203-847-5366

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Westin Nova Scotian Earns AAA Four Diamond Award

Leading Halifax hotel the Westin Nova Scotian awarded the Four Diamond Award by the American Automobile Association for 2010

Halifax, NS (PRWEB) November 5, 2009 -- Thirteen years after bringing back the grand Nova Scotian hotel, the Westin Nova Scotian, with its superb location overlooking [Halifax Harbour](#), is pleased to announce that they have been awarded the prestigious Four Diamond Award for 2010, as awarded by the American Automobile Association.

The AAA Diamond Rating Process is North America's premier hotel rating program. Four Diamond rated hotels are defined by AAA to be "upscale in all areas. Accommodations are progressively more refined and stylish. The physical attributes reflect an obvious enhanced level of quality throughout. The fundamental hallmarks at this level include an extensive array of amenities combined with a high degree of hospitality, service, and attention to detail."

The Westin, a prominent [Halifax downtown hotel](#), has completed a thorough renovation of all guestrooms, adding amenities such as 32" flat screen TV's, JacPac connectivity for electronic convenience, safes and refreshment centers in all rooms as well as all new furnishings. In addition, all hallways and common areas have been renovated and enhanced.

"The Westin has invested ten million dollars enhancing the facility over the past two years" says Guido Kerpel, Regional Vice President of New Castle Hotels. "This outstanding renovation has refreshed our hotel to make one of Canada's top rated facilities even better".

Gary Howard, Vice President Communications and Marketing, CAA (Atlantic), applauded the [Halifax conference](#) hotel stating, "The Westin has been a second home to me for business and personal travel. We have always been impressed with the service and people of the hotel. With all the recent upgrades it is finally getting the recognition it deserves. I am very pleased that the Westin Nova Scotian is now among the few hotels in our region with a Four Diamond rating. The staff and management should be very proud, it is very well deserved."

The hotel continues to be the venue of choice for upscale social events and [weddings in Halifax](#) with its elegant décor, attentive service and tradition of offering exceptional cuisine.

About the Westin Nova Scotian

Deep in the heart of downtown Halifax, The Westin Nova Scotian, owned and operated by New Castle Hotels & Resorts, offers first-class accommodations in elegant and historic surroundings. With 310 well-appointed guest rooms and a great location, guests are provided with a complimentary shuttle service for fabulous downtown shopping, exciting nightlife, historic attractions, and numerous restaurants. For more information visit www.westin.ns.ca or call toll free at 1-877-9-WESTIN.

About New Castle Hotels and Resorts

New Castle Hotels and Resorts own and/or manage 30 resorts and hotels in the United States and Canada. The



hotel management company consistently ranks in the country's top 100 hotel management and development companies in hospitality industry trade publications. For more information on New Castle Hotels and Resorts, please contact Gerald P. Chase, president and chief operating officer, at (203) 925-8370 or visit the corporate website at www.newcastlehotels.com.

###



Contact Information

Glenn Bowie

New Castle Hotels

<http://www.newcastlehotels.com>

(902) 496-7429

Online Web 2.0 Version

You can read the online version of this press release [here](#).



ComplyXL Leverages Silverlight to Speed the Deployment of Spreadsheet Management Tools Across Multiple Locations

ComplyXL simplifies deployment of spreadsheet controls across multiple locations without the need to install local client software.

New York, London (PRWEB) November 5, 2009 -- Lyquidity, international innovators in the development of enterprise spreadsheet management tools for multinational organizations, announce the availability of ComplyXL using Microsoft's Silverlight. The inclusion of Silverlight technology allows ComplyXL to present a rich user interface for users to review changes to spreadsheets over the intranet and internet. Silverlight includes comprehensive security which allows remote users to gain controlled access to specified spreadsheets. Like all web-based applications there is no need to install any client software locally with control maintained using enterprise security protocols.

This enhancement has been developed as part of Lyquidity's ongoing strategy in the field of spreadsheet compliance and provides:

- * Reduced deployment requirements, no client install necessary
- * Same version of the software used throughout the organization
- * Updates easily applied
- * More intuitive interface
- * No specific technology required for the server

This enhancement is part of a wide range of benefits which ComplyXL offers, such as:

- * Version control for spreadsheets
- * Continuous monitoring
- * Controlled user defined actions - what can be changed, who by, who can view the spreadsheets
- * Full comparison of versions
- * Audit reports stored for future access for compliance
- * Full, easy generated reporting of activities carried out, whether by department, users, or predefined criteria

Lyquidity has full presentations showing all aspects of ComplyXL. These give users a deeper understanding of the software and how it can be used and deployed. Full presentations are available at www.lyquidity.com/demonstrations

About Lyquidity Solutions

Lyquidity Solutions is a privately held, leading worldwide spreadsheet management software company providing corporations with compliance tools to ensure corporate governance. With technology for full spreadsheet control and management Lyquidity provides solutions to international organizations across market sectors from banks and insurance through to airlines, consultants, healthcare and mining.



For more information, please visit our main website at www.lyquidity.com

US inquiries please call 1-800 401 0289, and for European enquiries please call: +44 (0)207 043 2777 or email info@lyquidity.com Media contacts should be addressed to sarah.seddon@lyquidity.com. Excel is a trademark of Microsoft Inc.

###



Contact Information

SARAH SEDDON

Lyquidity

<http://www.lyquidity.com>

1-800 401 0289

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Best Western Black Rock Inn Recognized as Best of the Best for Quality at Hotel Chain's Annual North American Convention

The Best Western Black Rock Inn in Fairfield, Connecticut was named Best of the Best in Quality at Best Western International's annual North American Convention held recently in Phoenix, Ariz. The hotel was presented with the award in front of more than 2,000 industry peers.

Fairfield, CT (PRWEB) November 5, 2009 -- The Best Western Black Rock Inn in Fairfield, Connecticut was named Best of the Best in Quality at Best Western International's annual North American Convention held recently in Phoenix, Ariz. The hotel was presented with the award in front of more than 2,000 industry peers.

The select honor is bestowed upon those Member properties who receive two consecutive top quality assurance assessment scores within a 12-month period. The hotels must also meet design and customer care standards, as well as other membership requirements, to qualify.

The Best Western Black Rock Inn is one of only 47 hotels out of more than 2,400 properties in the U.S. and Canada to have received this designation.

"The Best of the Best Awards recognize those Best Western hotels that truly demonstrate the highest levels of excellence and service," said Bonnie McPeake, chairwoman of Best Western's Board of Directors. "The Best Western Black Rock Inn's strong commitment to quality sets a great example for all of our properties."

Located at 100 Kings Highway Cutoff, the Best Western Black Rock Inn features 60 guestrooms and offers a complimentary continental breakfast, complimentary high speed and wireless internet access, complimentary parking and is 100% smoke free.

Reservations are available at www.bestwestern.com.

ABOUT BEST WESTERN INTERNATIONAL

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to over 4,000* independently owned and operated member hotels in 80* countries and territories worldwide. An industry pioneer since 1946, Best Western has grown into an iconic brand that hosts 400,000* worldwide guests each night. Best Western's diverse property portfolio, its greatest strength, stems from a business model designed to give owners maximum flexibility to address market-specific needs. Equally committed to the business and leisure traveler, Best Western recently embarked on a mission to lead the hotel industry in customer care. World Vision is the charity of choice for Best Western in building the world's largest family, as our hotels and staff sponsor children in need around the globe. Since 2004, Best Western has served as the Official Hotel of NASCAR®. For more information or to make a reservation, please visit www.bestwestern.com.

###



Contact Information

Jonathan Reiss

Best Western Black Rock Inn

<http://www.blackrockinn.com>

516-829.3700

Online Web 2.0 Version

You can read the online version of this press release [here](#).



SMU Cox Recognizes PrintPlace.com at 19th Annual Dallas 100 Awards

Rapidly Growing Online Printer Achieves Third Overall Ranking

Arlington, TX (PRWEB) November 9, 2009 -- PrintPlace.com, one of the fastest growing online printers in the United States, today announced that they were ranked #3 on the Dallas 100™, an award presented annually by the Southern Methodist University (SMU) Cox Caruth Institute for Entrepreneurship. This prestigious recognition was announced at an awards ceremony held at the Morton H. Meyerson Symphony Center on November 4, 2009.

To qualify for the Dallas 100™ Awards, a company must:

- Be an independent, privately held corporation, proprietorship, or partnership (not a subsidiary of a parent company) as of May 1, 2008.
- Be headquartered in the Dallas area.
- Have had sales of more than \$500,000 and less than \$75 million in the fiscal year three years prior to the event.
- Have a three-year sales history reflecting growth.
- Have a credit report and character satisfactory to the Dallas 100™, determined at their sole discretion.

“I am honored that PrintPlace.com has been recognized by SMU Cox with this prestigious award,” said Shawn Petersen, CEO of PrintPlace.com. “I attribute our phenomenal growth over the past three years to our employees and customers. PrintPlace.com employs a dedicated and conscientious team who work hard every day to ensure our clients receive the best possible printing and customer service. And our customers appreciate high quality printing at exceptional prices. Without this partnership, this award wouldn’t be possible.”

About PrintPlace.com

PrintPlace.com is collaboration between print professionals, designers and developers committed to delivering a complete and easy-to-use online printing experience. Boasting the industry’s most powerful and flexible quote tool, PrintPlace.com has engineered a unique workflow process that guarantees end-to-end color management. PrintPlace.com operates two printing facilities in Arlington, Texas and Los Angeles, California, with plans to add a third production facility on the east coast soon. To learn more about PrintPlace.com, visit its website at www.printplace.com.

About SMU Cox

SMU's Cox School of Business offers a full range of business education programs, including BBA, full-time MBA, Professional MBA (PMBA), Executive MBA (EMBA), Master of Science in Management (MSM), and Executive Education. The school also offers a number of unique resources and activities for students, ranging from its Business Leadership Center (BLC), Caruth Institute for Entrepreneurship, Maguire Energy Institute, and American Airlines Global Leadership Program (AAGLP) to its Associate Board Executive Mentoring Program and an international alumni network with chapters in more than 20 countries. SMU Cox is ranked among the top business schools both nationally and internationally by major publications including BusinessWeek, The Economist, Financial Times, Forbes, The Wall Street Journal, and U.S. News & World Report.

###



Contact Information

Shannon Yocham

PrintPlace.com

<http://www.printplace.com>

512-656-4668

Online Web 2.0 Version

You can read the online version of this press release [here](#).