



FOR IMMEDIATE RELEASE

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Greengiftz.com provides branded eco-friendly items for art competition.

ArtPrize promotional items help Grand Rapids look even better

GRAND RAPIDS, Mich. – Called the world’s largest art competition, the inaugural ArtPrize event scheduled for Sept. 23-Oct. 10 will bring worldwide attention to Grand Rapids. That attention will focus primarily on the hundreds of artworks showcased throughout downtown, but just about every detail of the event is noteworthy – right down to the promotional items.

Supplied by Promotional Impact of Grand Rapids, the promotional items – including wristbands, sweatshirts, T-shirts, tote bags, and water bottles – are mostly eco-friendly and bear a distinctive nod to the city’s favorite icon.

“ArtPrize asked for promotional items that would show Grand Rapids in the best possible light,” says Karen Scarpino of Promotional Impact, which provides clients with eco-friendly corporate gifts and operates a website at greengiftz.com. “Our promotional items will generate a buzz about the event, and help people remember it fondly.”

That’s especially true because so many of the items have an eco-friendly story. The 10,000 tote bags are made from 80 percent recycled content. The pens are 80 percent biodegradable. The water bottles are BPA free and reusable. Even the wristbands that will provide attendees access to most venues have an eco-friendly story: They’re made to biodegrade into sand over time.



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What's more, many of the promotional products are made in the United States, including the T-shirts that will be worn by artists and volunteers, a rarity.

ArtPrize promotional items are even artistic in their own right. All promote Grand Rapids via a distinctive treatment of the Calder, a graphic element created by People Design, a local design firm.

"The People Design team created a unique treatment for the Calder and applied it to all of our promotional items," Scarpino said. "It really helps give the event a distinct brand image."

Many of the promotional items will be available for purchase at the Old Federal Building during ArtPrize, with the proceeds being reinvested into next year's event.

Promotional Impact has been helping clients stand out with distinctive promotional items for 15 years. For more information, contact Karen Scarpino at (616) 735-1000 or visit www.greengiftz.com.

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Established in 1990, Promotional Impact creates custom promotional items for innovative companies and is certified as a "Woman Owned Business" by Women's Business Enterprise National Council. Clients include Amway, Edelman Leather, Steelcase, X-Rite, Bissell, Trendway, Herman Miller, Cascade Engineering, Dow, People Design, Haworth, and the Grand Rapids Art Museum.

**JPEG IMAGES OF ALL ARTPRIZE PROMOTIONAL ITEMS ARE AVAILALABLE UPON
REQUEST OR AT www.greengiftz.com**