



*New marketing and publicity
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Melody's Ad Works Inc. Sweeps Marketing Awards for 3rd Year

TEMECULA, CA –. Melody's Ad Works Inc. took the marketing awards for the third year at the annual the California/Nevada Festivals and Events Association Awards and Convention February 12.

The 254-member organization represents event associations, city-run events, convention and visitors bureaus, fairs and festivals in California and Nevada. Melody's Ad Works, Inc developed the winning campaign for The Temecula Valley Balloon and Wine Festival. They were awarded first place for their 2008 Marketing Campaign, Media Kit, Website, Souvenir Poster and Souvenir T-shirt. The event marketing campaign and media kit competed against the likes of Fairplex, Mira Mar Airshow and the Rose Parade.

Melody's Ad Works, Inc. has promoted the event since 2001. This is the third year for the Festival to win in these categories. The marketing campaign focused on the Festival's core audience and increasing return visitors for the event's silver anniversary. As a result, the Festival had record crowds in 2008. Attendance increases were 57% for Friday, 21% for Saturday and 35% on Sunday of the Festival held in June 2008.

Melody's Ad Works, Inc. has been promoting Southern California's Wine Country for 20 years. President Melody Brunsting spearheads all campaigns. Her firm specializes in the integration of a strong public relations campaign with state-of-the-art marketing.

The Festival's campaign utilized aggressive online marketing tied to broadcast media, streaming media, and viral marketing. Through colorful publicity and a user friendly electronic press kit, the Festival realized increased exposure in all print media as well as television news coverage.



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“For the past few years we have worked diligently to increase our web presence, and to develop an online community of festival-goers. We don’t purchase or partner with media unless they have a strong online component that will drive ticket buyers to the Festival site,” Brunsting explained.

Melody’s Ad Works, Inc. also conducts intercept surveys at the event to determine key demographics of the attendees as well as preferred choices of media.

“Each year we are able to refine our marketing campaign further. This saves the client money at the same time of increasing attendance,” Brunsting added.