

FOR IMMEDIATE RELEASE
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FIVE GRAND PRIZE WINNERS MATCH THE LEAF AT BODEK AND RHODES' ORGANIC THEATER

Philadelphia, PA – After promoting their brand-new UltraClub Organic apparel with tradeshow invitations shaped like leaves, Bodek and Rhodes announced that five lucky winners appeared with winning leaves for their Organic Theater booth at some of this year's major tradeshows.

To help announce their new UltraClub Organic apparel, which is made of ring-spun 100% organic cotton, Bodek and Rhodes sent a postcard in the shape of a leaf to thousands of pre-show registrants for PPAI, ASI and ISS shows across the country. The promotion asked recipients to visit the booth with their leaf to see if it matched the shape and color of the UltraClub Organic logo.

Image Depot of Lakeland, FL, Prographics of Escondido, CA, Phy Graphics of Lebanon, PA, Continental Screen Printing of Newburgh, NY and Active World of Brooklyn, NY all claimed their grand-prize: a complete sampling of each style, color and size of the new eco-friendly line, UltraClub Organic.

Five winning leaves were sent randomly to registrants for each show. As a consolation prize, guests were invited to participate in the industry's first Organic Theater—a mini presentation highlighting the uniqueness and benefits of organic cotton. Participants also received a free tote bag (made from 50% recycled fibers) and a "Certified Organics Provider" kit, including promotional tools like a window decal and a pamphlet detailing more information about organic cotton and a list of the top markets already buying environmentally-friendly goods.

"The response was overwhelming! Seventy percent of people brought their leaves to the booth," noted Mary Ellen Pahlka-Hudicka, Bodek and Rhodes Director of Marketing Communications. "This was our best roll-out ever. People are so excited about organic cotton apparel, and it really shows. We trained thousands of people on what organic cotton really is and how it's going to help their business, and that's what this promotion was all about."

Bodek and Rhodes created the leaf promotion and Organics Theater concept to promote the new environmentally-friendly styles Bodek and Rhodes introduced this past year. Those styles include ring-spun organic cotton polos and tees from UltraClub and organic cotton Anvil tees. The company also carries bags made of 50% recycled materials.

Noted for its award-winning promotions, innovative new styles and family-style customer service, Bodek and Rhodes proudly serves customers from five national distribution centers in Philadelphia, PA, Orlando, FL, Niles, MI, Fresno, CA, and Norton, MA. More information on Bodek and Rhodes' organic cotton and eco-friendly apparel, including an online version of the tradeshow presentation, is available at www.BodekandRhodes.com/organics.

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Bodek and Rhodes

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