



Multimedia PR firm sews thread of goodwill into client's Valentine's Day pillow promotion

Warbasse Design, January 31, 2007

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Warbasse Media puts a plan into action for DraperyAndBedding's promotion while incorporating a philanthropic value.

PR9.NET January 31, 2007 - USA, CA - Custom design manufacturer DraperyAndBedding.com enjoys offering its clientele regular specials and periodic promotions. This Valentine's Day, DraperyAndBedding owner Christine Tenney and her sister Francie Johnson, vice president, wanted to do something special. They decided that in place of their habitual "fabric of the month" offer, they were going to organize a charitable promotion to raise money and awareness for an organization addressing heart disease, the leading cause of death in the United States today.

"We knew that we wanted to create a specially made charm pillow for Valentine's Day as the basis of the promotion and offer each pillow at a friendly price of \$25, with \$5 of each purchase going to heart disease advocacy," says Christine, adding, "We also knew that Warbasse Media would help us come up with the promotion details and a campaign that would allow us to publicize our message."

Warbasse Media drew up a three-pronged approach to the promotion. As a first step, Warbasse Media researched dozens of heart disease foundations across the country and presented a list of their findings to DraperyAndBedding. Christine and Francie immediately selected WomenHeart, the National Coalition for Women with Heart Disease, as their top choice to receive a percentage of the promotion's proceeds. After preparing a detailed explanation of how the promotion would benefit the organization, Warbasse Media contacted the CEO. WomenHeart was on board the next day.

The second step entailed making the promotion more enticing by enlisting a jeweler to volunteer a piece of their collection as a prize for one lucky pillow holder. With details about the promotion and an understanding of how offering a piece of jewelry would work to the jewelry company's advantage, reputable Phoenix-based Burland Jewelry signed on to donate a two-tone gold and diamond necklace valued at \$700. Warbasse Media had come up with a team for DraperyAndBedding's promotion in just a few days.

The final step, a publicity campaign in the form of press releases, television coverage and email blasts, is currently in progress. DraperyAndBedding is receiving requests for the custom made boudoir pillow on an hourly basis and does not foresee any slowdown in the next few weeks since the winner of the necklace will not be chosen or announced until the promotion concludes on Valentine's Day.

"Thanks to Warbasse Media's quick thinking and preparation, we are confident that our goal to bring as much funding and awareness as possible to WomenHeart will be achieved," Christine happily reports.

To order a Valentine's Day pillow, visit: <http://www.draperyandbedding.com/valentine>. To learn more about Burland Jewelry, visit: <http://www.burlandjewelry.com/>. To learn more about WomenHeart's advocacy work, visit: <http://www.womenheart.org/>. For information about Warbasse Media's strategic PR planning, visit: <http://www.warbassedesign.com>.

Represented online by BonoVox PR
www.bonovoxpr.com
Katie Doling-Bastianelli
katie@bonovoxpr.com
310.883.4258

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About DraperyAndBedding

Design custom drapery and bedding online with our easy to use product designer. With over 400 in-stock fabrics to choose from, it's easy to design a dream room at an amazing price. We provide the latest technology with "old school" service to provide a hassle-free design experience.

Mesa, AZ 85204
800-592-8065
www.draperyandbedding.com

About Warbasse Design

At Warbasse Design, our core objective is to help our clients become better known and better understood through the development and deployment of robust online services and media public relations. Founded in 2000 by Philip Warbasse, today our team of designers, developers, illustrators and creative professionals help businesses with varying goals and budgets leverage their investment on the world wide web and various media outlets by creating a holistic approach to their web design, public relations and marketing requirements. For additional information relating online or media PR, visit www.warbassedesign.com, email Katie Doling-Bastianelli at katie@bonovoxpr.com or call 310.883.4258.

Phone: 310.883.4258
Website: <http://www.warbassedesign.com>
E-Mail: katie@bonovoxpr.com
Address: 2461 Santa Monica Blvd Suite - 739
Santa Monica, CA
90404

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