



MEDIA ADVISORY

BLUEMEDIA LAUNCHES MASSIVE EFFORT TO [SUPPORT OUR TROOPS](#)

Joins Forces with [Operation Shoebox](#); Planned Airlift of Containers with Essential Items for U.S. Troops in Iraq; Seeks Item Donations from Public

Tempe, Ariz. – May 23, 2007– [bluemediia](#) (www.bluemediia.com), an innovative, nationally-recognized, vehicle graphics and large format printing firm today announced it will host a major charity drive to benefit America's Troops in Iraq. The Wednesday, August 23rd, call-to-action event at bluemediia marks the first of its kind, for the company and, more notably in Arizona.

"We are very proud in having put this effort together," said Jared Smith, bluemediia founder and President. "This is not about being for or against the war—more importantly it's about supporting the men and women who are on the ground in tough conditions, and away from the comforts of home."

bluemediia teamed up with [Operation Shoebox](#). Operation Shoebox is a Florida-based nonprofit designed specifically to raise support and funds for vital personal care items for US troops. Operation Shoebox will help transport four containers of much-needed materials across the U.S. and into Iraq.

bluemediia will design and wrap each container with custom graphics produced in their state-of-the-art large format printing and production facility. The graphics will be designed to show support for the troops and gain recognition for this effort. The bluemediia team will collect product donations the day of the event to pack four 4ft x 4ft x4ft pallet-sized containers. Items donated will be essentials and comfort items our troops have been missing since their deployment. bluemediia will be directly donating \$3000 worth of items to include: handheld DVD players, DVD's, Compact Discs and shaving crème.

American Veteran Robert Basil approached bluemediia in June to wrap his Scion with donations he was raising from his foundation Fallen Heroes. bluemediia agreed to match in donations what Robert raised. Robert with the help of Toyota Scion (they donated the balance) was able to get the funds together to wrap the Fallen Heroes Car. bluemediia decided to not only match the generosity of donators but also open the effort up to the public and get more items to the troops in Iraq.

After the event, the items will be shipped from bluemediia's offices in Tempe, Ariz. to Operation Shoebox headquarters in Florida. From there, the large wrapped containers will then be airlifted by the Operation Shoebox team to its final destination in Iraq.

"We're extremely gratified that a company such as bluemediia would work with us toward the goal of giving needed items to the arm serving men and women of America," said Mary Harper, President/Founder Operation Shoebox.

Visit the Support Our Troops Website at www.bluemediia.com/supportourtroops

What: A charity drive for America's Troops will be hosted by Tempe-based bluemediia—a leader in vehicle and environmental graphics. During the drive, bluemediia will be collecting donations from the public and other businesses to fill four large containers—4ft x 4ft x 4ft in size. bluemediia will be 'wrapping' the crates with pro-troops messages, around the outside. bluemediia will also be donating \$3,000 to purchase comfort items for our troops including: handheld DVD players, DVD's, Compact Discs, shaving cream and other items the troops are requesting.

bluemediia teamed up with United States Veteran Robert Basil and wrapped his Toyota Scion for the [Fallen Heroes](#) project Robert Basil and his wrapped Scion will be at the charity drive.

Who: -bluemediia
-Veteran Robert Basil with Wrapped Scion



-Open to Public

When: Wednesday, August 23, 2006
6:00 am to 1:00 pm

Where: bluemediia
1725 West 3rd Street
Tempe, AZ 85281

Photo/TV Opportunities: --- Fallen Heroes Car, Banner down side of building, Large wrapped containers, Army Veteran Robert Basil

Note: Professional high-resolution photos of exteriors of Fallen Heroes car and wrapped containers are available upon request.

Media Contact:
Celeste Johnson
Kathy Sacks Group
Office: 602.258.0888 x14
Mobile: 602.206.0889
celeste@kathysacks.com

##