



GIFTED
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GIFTED PRESENCE PRESENTS SWAG BAGS TO CELEBRITY PLAYERS AND VIP GUESTS AT THE REEBOK HEROES CELEBRITY BASEBALL GAME BENEFITTING THE HEROES FOUNDATION AND THE MIKE MODANO FOUNDATION.

Mike Modano, Mark Cuban, DeMarcus Ware, Geoff Stults and Others Received the Gift Bags Valued at Over \$1,500.

Atlanta, GA, June 30, 2008—Entertainment marketing firm Gifted Presence, created luxurious gift bags for the celebrity players and VIP guests at the Reebok Heroes Celebrity Baseball game on June 28th at Dr. Pepper Ballpark in Frisco, Texas. This was the seventh year for the annual star-studded fundraiser which has raised over \$1.2 million to date for local youth.

The lavish gift bags, valued at over \$1,500, were presented in Watergeeks tote bags and filled with the hottest products for the discerning male including gift certificates for private jet travel, ipod jewelry, cologne, cufflinks, men's bath & body products, and more.

Gift bag recipients included: Dallas Stars center and NHL All-Star **Mike Modano**, Dallas Stars captain **Brenden Morrow**, Dallas Cowboys Hall of Famer and current 103.3 FM ESPN Radio host **Michael Irvin**, Dallas Cowboys linebacker and NFL Pro Bowler **DeMarcus Ware**, Dallas Mavericks owner **Mark Cuban**, **Bryan Greenberg** from ABC's *October Road*, **Sam Page** from the TV series *Shark*, **Geoff Stults** from *October Road*, **George Stults** from the TV series *Seventh Heaven*, WFAA Channel 8 sports anchor **Joe Trahan**, and others.

Contributing Companies:

- **Alpinestars:** Casual sportswear apparel inspired by their popular motocross gear. (www.alpinestars.com)
- **American Crew Classic Fragrance and Gift Trio Set:** Leading the way in men's grooming. (www.americancrew.com)
- **Bold For Men Dry Shave Gel:** A unique non-foaming gel designed as a 'Dry' versus a 'Wet' shave. No water, no foam, no mess. (www.boldformen.com)
- **brilliant Magazine:** A fresh and optimistic look at the finer side of being Texan. (www.brilliantmagazine.com)
- **Coppertone Sport Continuous Spray Sunscreen:** Sweat-proof so it won't run into eyes; sprays at any angle; broad spectrum UVA/UVB protection. (www.coppertone.com)
- **CRUNK!! Energy Drink:** Designed to deliver mental and physical vitality while supporting the immune system. (www.crunkenergydrink.com)
- **Cuffwear Cufflinks:** An affordable line of cufflinks designed to create fun and excitement while maintaining an exceptional level of style. (www.cuffwear.com)
- **Detour Bar:** High-protein snack bars with the amazing nutritional advantages of whey protein and the universal taste appeal of a candy bar. (www.detourbar.com)
- **Doggy Tug:** Patent pending, fun, and extremely durable dog toys. (www.doggytug.com)



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- **Flush Puppies:** Flushable pet waste bags that are convenient for you and great for the environment. (www.flushpuppies.com)
- **Halcyon Jets \$1,000 Gift Certificates:** A refreshing new approach to luxury private jet charter services. (www.halcyonjets.com)
- **Icepod Pendant with iPod Shuffle:** Luxurious wearable jewelry for iPods, iPhones, and other hand-held gadgets. (www.icepod.com)
- **Pentel Energel Elegance Sterling Pens:** A new, unique version of the popular Pentel Energel pen in an elegant aluminum housing (www.pentel.com)
- **SPI Inc. MP3 Travel Speaker Wallet:** Easy-to-use, sleek, portable speaker housed in an attractive leather wallet-style case. (www.spiinc-tx.com)
- **The Watergeeks Laboratories Filtered Sport Bottle:** Reusable water bottle that removes chlorine, bad taste and odor, as well as significant proportions of heavy metals. Simply fill the bottle right out of the tap and it filters the water as you drink! **Stainless Steel Canteen:** A great alternative to plastic...lightweight and ergonomically designed; non-leaching and BPA free. (www.thewatergeeks.com)

About the Heroes Foundation

The Heroes Foundation provides "programs for opportunity" that allow inner-city youth to participate in sports, educational and cultural curricula while building self-confidence. These programs encourage at-risk kids to confidently take an alternative path from drugs, gangs and violence.

Children participate in after-school and summer programs where they learn the value of participation, teamwork and discipline, while being encouraged to pursue a life full of potential and hope. For more info, visit www.heroesbaseball.org.

About The Mike Modano Foundation:

The Mike Modano Foundation is dedicated to raising funds to improve the lives of at-risk and under-served children in the Dallas area, specifically children who have been abused, abandoned or neglected. In addition, the Mike Modano Foundation provides funding for organizations whose purpose is to offer education to children and families suffering from the devastation of abuse to help break the cycle of abuse. For more info, visit www.mikemodano.com/foundation_home.php

About Gifted Presence:

Gifted Presence is an innovative specialty marketing company that offers a range of services including VIP gift bags, public relations, product placement, event sponsorship, celebrity seeding and more.