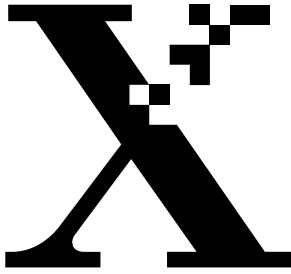


THE NEWS

GORDON C. JAMES
PUBLIC RELATIONS

Spring 1998

Xerox Southwest Salsa Challenge



Crunching and munching filled the air at the 15th annual **Xerox Southwest Salsa Challenge**. More than 5,000 people gathered at Scottsdale Stadium on April 4 to put their taste buds to the test at the largest salsa tasting contest in the Southwest.

Those who weren't sampling the goods were either dishing out their homemade salsa and specialty margaritas or volunteering their time at this community event that raised more than \$50,000 for the Hemophilia Association of Arizona.

This is the fifth year Xerox Southwest has supported the Hemophilia Association through its title sponsorship of the Salsa Challenge.

As the public relations agency for Xerox Southwest, Gordon C. James Public Relations alerted the media about the affair months in advance, gaining widespread pre-event media coverage. The day before the salsa showdown, our PR team set out for television and radio stations in the early morning hours, armed with Salsa Challenge media packages bursting with chips, salsa, and event information. These efforts resulted in two live radio interviews, dozens of other radio mentions, and television promotion of the event on all five local TV stations.

Muhammad Ali Fight Night at the Ritz

Kablooey! The third annual Muhammad Ali Fight Night at the Ritz featured some spirited sparring, all for a good cause. **Barry Manilow, Gloria Estefan and Muhammad Ali** were among the glitterati present at the Phoenix Ritz Carlton for Fight Night IV. Our agency produced the evening's live auction, which raised over \$750,000 for Barrows Neurological Institute, the Boys & Girls Clubs of Metropolitan Phoenix, Phoenix Suns Charities and the Phoenix Swim Club.



April 22 marked the ninth annual **EarthFest**, Arizona's official Earth Day celebration, sponsored by Valley Forward. Gordon C. James Public Relations was retained by Valley Forward to handle media relations for the EarthFest '98 Environmental Expo at Phoenix Civic Plaza Symphony Hall Terrace as well as other EarthFest activities throughout April, including Valleywide Green Up beautification projects and educational programs. Our media relations outreach resulted in extensive television and print coverage of EarthFest '98, including live broadcast features on three local TV stations.

Gordon C. James Public Relations Event Calendar

- May 5President Bush Dell Computer Corporation Speaking Engagement
- May 20Faith House Agencies Prospect Park Groundbreaking Ceremony
- June 4Vidal Sassoon Thomas J. Pappas School Graduation Makeovers
- June 21-July 5SNICKERS® US Youth Soccer Regional Tournaments
- June 25Dedication of Boys & Girls Clubs of Scottsdale New Eldorado Club
- July 20-26.....SNICKERS® US Youth Soccer National Championship

GORDON C. JAMES

PUBLIC RELATIONS

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Coopers & Lybrand L.L.P. Finalist in Athena Award Competition

When the Arizona Chamber of Commerce announced that they were accepting nominations for the 1998 Athena Award, it didn't take us long to figure out that the Phoenix office of Coopers & Lybrand L.L.P. was the ideal candidate for the coveted award.

The Athena Award, which recognizes companies and organizations for providing leadership opportunities for women, seemed a sure match for Coopers & Lybrand, a company that has made it a top priority to promote a work/life balance for all employees, particularly women.

We wrote and assembled a commendable entry highlighting some of the unique programs initiated by the company, such as a national women's partner conference held each year, a diversity awareness training program, leadership training for women partners and managers, and an initiative to promote leadership in the community.

Coopers & Lybrand, L.L.P. was selected as one of the top three finalists in the 100 employees or more category, and was honored at the Athena Awards luncheon, held April 9 at The Hyatt Regency in Phoenix.

Project Playhouse Prepares for Arizona Debut

Preparations are in full swing for an exciting new event that will debut in Arizona this fall. GCJPR has been chosen to coordinate and promote the Valley's first-ever Project Playhouse event, benefiting HomeAid Arizona. Twelve to fifteen custom children's playhouses will be designed and built by teams of local home builders and other industry professionals, and displayed for a month at the Arizona Biltmore Estates. A Sneak Peek reception, weekend tours, a special party for kids, and a raffle are a few of the activities that will take place before the playhouses are sold to the highest bidders at a festive Primary Color Playclothes dinner and auction. All proceeds from this unique event will benefit HomeAid Arizona, a non-profit arm of the Home Builders Association of Central Arizona that is dedicated to increasing bed capacity for the transitionally homeless in Arizona. GCJPR has been busy organizing details for this new event, which will open on October 10th. A similar event is held in Orange County, California, where individual playhouses have brought in as much as \$15,000-25,000 each. Stay tuned – Project Playhouse will be one of the most-talked-about events in the Valley this fall. Get your bidder cards ready!