

# O'DWYER'S **PR SERVICES** REPORT

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## Profiles of Food/Beverage PR Specialists

**AMSTER-YOUNG PUBLIC RELATIONS, INC.**  
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Amster-Young Public Relations, Inc. represents clients from a variety of industries, including sports, interactive technology, health care and consumer food products.

Founded in 1992, the firm provides a full range of marketing and PR services, including counseling, event planning, crisis planning, marketing communication, and trade show support.

The firm was recently awarded the PR accounts for Caffe Espresso, a specialty dessert coffee company and Dare Foods, a specialty cracker and cookie company. Amster-Young is handling all the PR activities involved with Caffe Espresso' official launch on the Television Food Network in February. This includes implementing a strategic media relations campaign targeting all the morning shows, on-site support at the taping of the TVFN infomercial, and other marketing activities. For Dare Foods, Amster-Young PR is implementing a tasting event with Zabar's.

Amster-Young PR just completed the *127 Reasons to Love Baseball* Sweepstakes on behalf of the Sporting Goods Manufacturers Association's Baseball & Softball Council. The national sweepstakes was the cornerstone of a publicity program to promote baseball and foster athletic participation. The firm handled all activities involved in the successful execution of the sweepstakes including logo, rules and entry form development; ad planning; media relations, and prize distribution. Over 1,300 kids ages 16 and under submitted their favorite reason for loving the game for the chance to win one of 127 prizes, including the grand prize trip to Spring Training '97 in Florida. The firm will also be responsible for the PR activities involved with the Sweepstakes Grand Prize winner presentation in Florida this March.

Amster-Young PR was recently one of the co-hosts of the "How to Maximize Your Trade Show Investment" seminar with trade show energizer Allan Nosel. AYPR stressed the importance of PR activities before, during and after a trade show, such as the International Fancy Food Show, and provided the over 70 attendees with concrete media relations and PR strategies to help companies get a jump start on the trade show floor competition.