

FOR IMMEDIATE RELEASE

Contact: Alicia Adams
Phone: 410-769-8227
Fax: 410-769-8112
E-mail: aadams@mooreamarketing.com

Flocks of Flamingos Invade Baltimore, Maryland

Baltimore, MD – March 11, 2002 – Local entrepreneur, Greg Nivens, has launched a yard greeting business, appropriately named Mingo Maniacs. Mingo Maniacs offers a service that will deliver and set-up a sea of pink plastic flamingos in an unsuspecting target's yard and will then retrieve them after the rental period is through. The service area includes anywhere in the Baltimore and Annapolis vicinity.

In 1995, Greg Nivens and his wife founded the Flamingo Preservation Society with a group of friends. "We all used to 'flock' each other when there were new baby arrivals, someone moved into a new house, had an anniversary, etc. The flock started with about 15 birds and grew and grew and grew", says Mr. Nivens. Eventually, the flock picked up it's own following and soon Greg began being referred to as "The Flamingo Guy". Ultimately, on a dare, he started his own business and began offering other people the opportunity to be surprised as they had been. This culminated into Mingo Maniacs. Mingo Maniacs features the delivery of three main products: flamingos, storks (for that special delivery) and the Yard Card that can be customized to read any message. As Greg puts it.... "If you can say it on a card....you might as well say it in the yard!"

This national phenomenon has been going on for many years in other cities through companies like Flamingo Surprise in Chicago and Yard Cards in Canada. These companies have seen major demand, which has facilitated multiple locations and as many as 500 orders a month with a \$110 check average. According to Rick Fazio, co-ordinator of Flamingo Surprise, the celebration industry is a multi-billion dollar industry and the lawn greeting niche is currently doing \$5 to \$8 million a year. Rick expects a whopping 40 percent leap in business over the next year.

In the past month, Mingo Maniacs has surfaced at several local hot spots in the Baltimore area including Towson Circle, Canton Square and Federal Hill. Mysteriously, a plethora of pink plastic flamingos "landed" at these visible landmarks then swiftly disappeared creating a buzz of curiosity.

Mingo Maniacs are yard card experts specializing in "new arrival" storks and flamingo surprises for any occasion. For more detailed information, please call 410-769-8227 or visit our website at www.mingomaniacs.com.

####

