

## **FOR IMMEDIATE RELEASE**

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### **Entrepreneur and Developer of the Baltimore Women's Show Launches Marketing Firm**

**Baltimore, Maryland** – June 13, 2001 - Greg Nivens, developer of the highly successful Baltimore Women's Show, has launched Moorea Marketing, a full-service promotional marketing firm in Baltimore, MD. The company provides a full range of services including brand promotion, advertising, public relations, graphic design, web design, grassroots promotions, sponsorship development and event management. The firm's list of clients already includes major International Fortune 500 companies such as NewsCorp and EMAP-USA.

Being in the event business for over 10 years, Greg Nivens, has mastered a delicate system that seamlessly integrates all aspects of marketing with every event produced. He, in turn, began developing those specific aspects individually into what is now known as Moorea Marketing. Mr. Nivens explains, " We have been able to perform these functions internally for years. As we have expanded, it seemed like the next logical step to develop them into a profitable venture."

Moorea Marketing offers a full-service package that delivers innovative marketing solutions. Together with their in-house event management firm, ICE events, the company has the capabilities to create, develop and execute any promotional marketing campaign, event or idea. They strive to provide customized, superior service in order to achieve maximum brand awareness for their clients. For additional information on Moorea Marketing or ICE events LLC visit their website at

<http://www.mooreamarketing.com> or call 410-769-8223.

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