



Public Relations, Innovative Marketing & Events

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PRIME 3 Wins Two Awards from the International Special Events Society, Arizona Chapter

(PHOENIX, Ariz.)-- PRIME 3, LLC, a Phoenix-based public relations, marketing and event planning firm, was awarded “Best Event Marketing Campaign” and “Best Corporate Event with a Budget over \$25,000” on May 4 by the International Special Events Society, Arizona Chapter for their work with the Arizona Diamondbacks to produce the D-backs Sedona Red Launch Party.

“PRIME 3’s creativity, organization and seasoned experience in the public relations and event planning industries played a vital role in helping us to make the evening a well-known, unprecedented success,” says Shaun Rachau, Arizona Diamondbacks Vice President of Communications.

The D-backs Sedona Red Launch Party was a unique event, held at the Hotel Valley Ho on November 8, 2006, which successfully combined the sports and fashion industries for one evening to dramatically unveil the never-before-seen new brand and uniforms. D-backs players, executives and national celebrities including Recording Artists Master P and Romeo and Arizona Cardinals Quarterback Matt Leinart, attended the event in celebration of the new marketing direction.

“It is an honor to be recognized for the hard work we dedicate to our clients,” says PRIME 3 owner and co-founder Jennifer Stringfellow. “We are thrilled to be awarded for an event which showcases PRIME 3’s strengths in collaborating with clients to achieve success,” adds PRIME 3 owner and co-founder Jennifer Kaplan.

Founded by Valley entrepreneurs, Jennifer Kaplan and Jennifer Stringfellow, PRIME 3, LLC has built an impressive reputation and credentials with past and present clients including Gordon Biersch, Celebrity Fight Night, The Melting Pot, e4 nightclub, LA Fitness, Valley Youth Theatre and Fascinations.

PRIME 3, LLC takes an innovative and effective approach to consulting and staging corporate events as well as gaining public exposure and awareness for clients through its well established media relationships. In addition to public relations, strategic marketing and events, PRIME 3 offers comprehensive services such as branding, cross-promotional consultation, video production, event planning and staging, website design and multi media development.

PRIME 3, LLC strives to offer its clients unique and effective opportunities for positive public perception through innovative marketing and public relations. For more information please visit www.prime-3.com or call 602.685.1103.

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