



For Immediate Release

Contact: Mary Clare Jensen
(P) 612-353-4846
(E) maryclare@erichopr.com

NEW “Guilt-Tripping” Ad Campaign Asks Dads to Turn Off PDAs and Spend Time with Family ... Sans Technology

Co-Founders of the Influential Brands Tapping and Read to Vote Launch Initiative on Father’s Day with Satirical Ad Campaign

NEW YORK (June 9, 2010) – The New York City–based dynamic marketing duo and serial entrepreneurs behind the Tapping environmental movement (www.tapping.com) and the educational and political Read to Vote campaign (www.readtovote.org) are putting their creative genius to the test again, this time with the launch of Offlining, Inc., an in-your-face campaign nudging us all to turn off our mobile devices and computers for a while in order to devote a little time to a good old face-to-face conversation or family dinner.

With a combined 50 years of experience in the fast-paced world of marketing, Mark DiMassimo and Eric Yaverbaum know how pressing business demands can be, coming from all directions and at all hours. It was not until recently that they started enjoying the advantages of completely disconnecting their tech devices and devoting real attention to the people that matter most in their lives. Now that they’re reaping the benefits of “offlining,” they feel a burning desire to yet again use their combined resources to positively influence America’s perspective.

Widely regarded as one of the most innovative creatives in the field of advertising, DiMassimo runs NYC-based advertising, design, and digital Agency for a Social World™ DIGO (www.digobrands.com), which Fast Company cited as one of the 10 “Foremost World-Changing Agencies.” Yaverbaum, President of PR agency hot shop Ericho Communications (www.erichopr.com), was called a “fast-talking, quick-moving New York public relations guru” by Forbes this past year.

Says DiMassimo, “Eric and I have spent most of the past two decades convincing people to click, log on, trade stocks in their underwear, go shopping

online, and spend more time with their digital friends. We're still doing that. But now we're also going to be selling the off button!"

Yaverbaum, father of two, and DiMassimo, father of three, chose to launch the new Offlining, Inc., initiative on Father's Day because they believe it's a day not just for celebrating fathers, but also for celebrating fatherhood, including the priceless attention fathers give to their families. On the Offlining website (www.offlininginc.com), children have the opportunity to send one of four in-your-face e-cards to their dad, including one that reads: "Happy Father's Day. There's nothing like the bond between a father and his son. Other than the bond between a father and his blackberry, obviously." Additionally, as a way to help take back the day, Offlining, Inc., is declaring Father's Day 2010 a "No-Device Day" and respectfully requesting that no one visit the site that day.

Yaverbaum adds, "One of the most gratifying accomplishments of my 30-year career was partnering with Mark to influence America's perception of bottled water. More recently, we were able to encourage more than one million people to read bills before they become legislation. The distraction that technology has created will only get worse with time, and our use of that technology seemed like a very worthwhile behavior to attempt to alter."

A \$100,000 ad campaign goes hand in hand with the website launch. The ad campaign includes tongue-in-cheek copy like, "How do you want to be remembered?" paired with an image of a man in a coffin gripping his blackberry. The campaign will include wild postings in New York City and Los Angeles, as well as social marketing efforts. Additionally, various "guerrilla interrupting" events are being planned.

###

**Mark DiMassimo and Eric Yaverbaum are available for interview.
"Guilt-Tripping" ads and Father's Day e-cards are available upon request.**

About DIGO – The Agency for a Social World™ :

Founded in 1996, DiMassimo Goldstein (DIGO) is a leading full-service brand- and business-building agency focused on helping clients build deep, lasting, and profitable relationships. At DIGO, every dollar is put to work to build client business in a measurable way. The agency's Social World Audit is part of a mission to lead the integration of word-of-mouth, buzz, and social media strategies into the total marketing communications mix. One (or more) of the country's top PR brains vets every campaign idea for story value. Brand- and business-building initiatives encompass strategy, research, brand development, design, innovation, advertising, and direct, digital, and social marketing.

Connecting with human truths on serious topics in highly regulated categories, DIGO has helped clients such as Comcast, Crunch Fitness, Kinkos.com, Pfizer,

Gateway, PricewaterhouseCoopers, Vitaminwater, Instinet/Island, Starwood, ESPN, thinkorswim, Investools, Memorial Sloan-Kettering Cancer Center, J.H. Cohn, eBay, SunTrust, Citibank, Barclays Capital, and Mission Skincare, among others. Public relations services are seamlessly integrated through ErichoInside. For more information, visit www.digobrands.com.

About Ericho Communications:

Founded in 2007 by best-selling author Eric Yaverbaum, Ericho Communications is a full-service public relations firm where green meets the latest that technology has to offer. Ericho's projects range from the launch of the first-ever mobile video text messaging company to a highly acclaimed identity-theft software launch to the introduction of the largest peer-to-peer video-sharing college website and the first-ever direct-to-consumer title insurance company. Ericho's roster of clients are consistently covered in the news.

Yaverbaum is the former president of Jericho Communications, where for 21 years, he managed a who's who of brand names that included IKEA Home Furnishings, Domino's Pizza, Subway Sandwiches and Salads, Progressive Insurance, TCBY, Sony, H&M, Bell Atlantic, American Express, and many more. Yaverbaum served as President of CollegeClickTV.com and is also a co-founder of Tappening, a "drink local, think global campaign," whose products were credited by GMA as the "hottest of 2008."

Yaverbaum is also the author of four books, including PR for Dummies, which is required reading in marketing classes at 57 U.S. universities. His sixth book, Life's Little College Admissions Insights, was published in January 2010. Ericho Communications has offices in New York City and White Plains. For more information, visit www.erichopr.com.