



## FOR IMMEDIATE RELEASE

Contact: Fern Marcya Edison, Ericho Communications

845.679.6319 \* fern@erichopr.com

### INTRODUCING UNPRECEDENTED, FIRST-OF-ITS-KIND MARKETING CAMPAIGN:

#### 'TURKEYTIZING'

**'Offlining' Marks Thanksgiving with New Ads in Digital Print AND on Turkeys;**

**Will give away up to 11,000 Turkeys to those who take the 'Offlining' pledge!**

(New York, NY; November 8, 2010) The dynamic marketing and "lifestyle intervention" duo – Eric Yaverbaum and Mark DiMassimo – who created the **Offlining, Inc.** ([www.OffliningInc.com](http://www.OffliningInc.com)) initiative that highlights America's ever-growing addiction to technology, are now introducing an unprecedented, first-of-its-kind marketing campaign: 'Turkeytizing.'

DiMassimo explains, ""We're thankful for the benefits of great technology. But, aside from carving knives and special two-pronged forks, and perhaps a digital camera, the Thanksgiving table should be a place for people to connect with people, and some great food. And who better to stand up for a No-Device Thanksgiving than the center of it all - the turkey? We saw the opportunity to innovate by being the first advertisers on turkeys...and let's just say we gobbled it up!"

Since its Father's Day 2010 website and campaign launch, tens of thousands of people have shown their support for Offlining: **Over 120,000 Offlining E-cards have been sent** (at no charge) from the website, encouraging family members, friends and colleagues to spend more quality time (including on Father's Day and Yom Kippur) with those who matter most. **In addition, 11,000 have taken the Offlining pledge to have 10 device-free dinners between Fathers Day and Thanksgiving**, and to be sure to make Thanksgiving a No-Device Day.

To mark Thanksgiving 2010, Offlining will introduce a \$350,000 marketing campaign that features comical new print ads and e-cards (i.e., images of the Pilgrims communicating with laptops and Blackberries in hand). **They can all be viewed by clicking here: [www.OffliningInc.com](http://www.OffliningInc.com)**. Not only are these images expected to spread virally throughout the web via Twitter, Facebook, and other online media, they will also be hanging from turkey legs throughout the country (in the form of waterproof hang tags), reminding folks to really notice and engage with the people at their holiday table – sans technology! **DiMassimo and Yaverbaum are offering a Thanksgiving turkey to each of the people who have taken the Offlining pledge**, to date. Says Yaverbaum, “We’re pretty sure this is the first time that turkeys have been employed as a marketing medium. And, we wanted a way to say ‘thanks-for-giving’ your support to modify the way Americans communicate with the most important people in their lives.”

Widely regarded as one of the most innovative creatives in the field of advertising, Mark DiMassimo runs NYC-based advertising, design, and digital Agency for a Social World, DIGO ([www.digobrands.com](http://www.digobrands.com)), which *Fast Company* magazine cited as one of the 10 “Foremost World-Changing Agencies.” Eric Yaverbaum, President of PR hot shop Ericho Communications ([www.erichopr.com](http://www.erichopr.com)), was called a “fast-talking, quick-moving New York public relations guru” by *Forbes* this past year. Yaverbaum and DiMassimo’s previous ‘lifestyle interventions’ have included the environmental ‘Tappening’ campaign to “make tap water cool,” and the political and educational ‘Read to Vote’ initiative.

***Mark DiMassimo and Eric Yaverbaum are available for interview.***

***Thanksgiving Day ads and 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](http://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](http://www.erichopr.com).

