



LaBov & Beyond

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## News Release

### **FOR IMMEDIATE RELEASE**

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## LaBov and Beyond helps client Volkswagen Certified Pre-Loved give its owners some new threads

*FORT WAYNE, Ind., June 29, 2009*—LaBov & Beyond Marketing Communications, Inc., is partnering with popular Web commerce site *threadless.com* on a design promotion for client Volkswagen Certified Pre-Loved.

The promotion, currently running through July 15, 2009, asks the site's devoted followers to create a T-shirt design that answers one question: "What does 'Pre-loved' mean to you?" The winning design, as chosen by the site's visitors, will earn its designer a Volkswagen Certified Pre-Loved vehicle, along with other prizes. As part of its annual owner thank-you commitment, Volkswagen will then send a T-shirt with the winning design to U.S. owners of its Certified Pre-Loved vehicles. You can learn more about *threadless.com's* VW CPL design campaign, and view all the designs currently submitted, at [www.threadless.com/loves/preloved](http://www.threadless.com/loves/preloved).

"As the worlds of marketing, advertising and owner communications continue to move in new, nontraditional directions, we work hard to stay at the forefront of how, where and when people interact with brands today," says Barry LaBov, president and CEO of LaBov and Beyond Marketing Communications, Inc. "And when you have the privilege of working with clients like VW CPL that embrace new ideas and innovative campaigns, it makes it that much more fun and exciting for us."

*Threadless.com* is an open-source design site specializing in T-shirts. Designs are submitted to the site, with visitors encouraged to vote for their favorites. Popular designs are then printed on shirts and sold through the site, with *threadless.com* splitting revenues of shirt sales with the designers.

#### **About LaBov & Beyond, Inc.**

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and training company that focuses on clients with dealer/distributor networks. These clients come from a variety of industries—automotive, recreational, vehicle, trucking, consumer appliance, insurance and finance, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media that includes video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Auburn Hills, Michigan, and will soon be opening an additional full-service office in Herndon, Virginia. You can learn more about the company by visiting it online at [labov.com](http://labov.com).

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