

PRISM

Public Relations Individuals of Southern Maryland
P.O. Box 352
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FOR IMMEDIATE RELEASE

Speaker on Sports Marketing and Brand Development Followed by Tour of New Blue Crabs' Stadium in Waldorf Highlight June 19 Luncheon Meeting

(St. Mary's City, MD) May 28, 2008—Come on out to the ball park and see the Southern Maryland Blue Crabs' new stadium in Waldorf at the next PRISM meeting on Thursday, June 19, at noon. Mark Viniard, general manager of the new stadium, is the guest speaker. He will address sports marketing and brand development. A buffet lunch will be served in the stadium's Legend Club; \$13 for members, \$18 for non-members. After lunch, there will be a tour of the new facility. Contact Mike Zabko to make reservations: MikeZ@somdredcross.org or call 888-276-2767. You may also RSVP through the PRISM website: www.prismonline.info.

Viniard will talk about how sports marketing can successfully fit into the publicity mix of local companies and non-profits. He will also discuss the issues around building a new brand from scratch. He is responsible for management of the new club's business operations, including ticket sales, group sales, corporate partnerships and marketing. He has been in minor league baseball since 1991, working his way up from intern to general manager in stints with six teams over 13 years. Before joining the Blue Crabs, Viniard was director of sales and marketing for the Iowa Stars of the American Hockey League.

PRISM is the organization of public relations and marketing professionals in Southern Maryland. It holds bi-monthly luncheon meetings and occasional workshops to foster professional development and networking opportunities for its members. The meetings rotate between Calvert, Charles and St. Mary's counties. For more information or to join, contact Mike Zabko, Southern Maryland Red Cross, at MikeZ@somdredcross.org or call 888-276-2767, or log on to www.prismonline.info.