



## **\$400 Free Gas Card or XBOX 360**

Brandon, FL, July 09, 2008 --(PR.com)-- Creative Expressions of Tampa Bay, Inc is giving away to one lucky winner their choice of a \$400 gas card or an XBOX 360. The idea was created a couple of months ago when gas prices began hitting \$4 at the pumps. When going over their customer list and the demographic makeup of the many human resource directors, event directors and administrative assistants, the bulk of their customer base, they realized that many of these customers do not make more than \$50,000 per year. The idea for a contest was born. The company realized that rising gas and food prices may also leave little extra money for the fun things in life. This is how Creative Expressions decided they would hold a contest for all corporate buyers of promotional products and business gifts. To enhance this idea and bring a little fun in to the picture they decided to give a free music download card to every qualified entrant who fills out the contest entry form at [www.CorporateGiftShowcase.com/contest](http://www.CorporateGiftShowcase.com/contest).

“In a down economy, our customers are finding that corporate and promotional items are bringing them more return on investment (ROI) than traditional advertising. We keep hearing from new customers that they wish they would have found our websites sooner and that they are glad that they found us. We wanted to expand our customer base and in a non-traditional way, a contest seemed like a great way to do this, and everyone could use some free gas!” explains Najla Furgason, President of Creative Expressions of Tampa Bay, Inc.

According to a recent study by the Advertising Specialty Institute® (ASI), the largest media and marketing organization serving the advertising specialty industry, spending on advertising specialties, or promotional products - items and incentives branded with a company logo or marketing message - was 83% greater than radio advertising, 73% greater than Internet display ads and nearly five times larger than outdoor advertising for 2007, over the previous year. Promotional items work better than traditional advertising because the recipient will usually keep the item for a period of time and have the chance to see the marketing message over and over each time the product is used or seen.

The contest ends July 31, 2008 with the drawing to be held on August 4.

### About Creative Expressions of Tampa Bay, Inc

Creative Expressions of Tampa Bay, Inc is headquartered in Brandon, Florida near Tampa. They specialize in high-end corporate gifts including recognition awards, leather luggage, gourmet food items, and corporate and golf apparel. The company owns and operates four corporate gift websites with 5 more niche websites coming this summer. Creative Expressions is a member of the Advertising Specialty Institute (ASI) and Promotional Products Association of Florida (PPAF). The company is a past recipient of the “PPAF Distributor of the Year Award” for its outstanding service and growth within the specialty advertising industry. For more information about Creative Expressions and its line of imprinted luxury gifts, visit any one of the company's website [www.ACorporateGift.com](http://www.ACorporateGift.com), [www.CorporateGiftShowcase.com](http://www.CorporateGiftShowcase.com), [www.CorporateGiftsandFlowers.com](http://www.CorporateGiftsandFlowers.com), or [www.CorporateGiftPromotions.com](http://www.CorporateGiftPromotions.com)

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