



# STREETALK

*news from the fast lane*

## BUZZ DONUTS, BUZZED BAGELS TAKE THE COUNTRY BY STORM!



In less than a week, **PRStreet** made **Buzz Donuts™** and **Buzzed Bagels™** household names across the U.S. Dr. Robert Bohannon, the inventor of a process to put caffeine in pastries and bagels, asked PRStreet to launch a national campaign for his products. By the end of the week, Dr. Bohannon was on a plane to New York for a live interview on the **CBS Morning Show**. Other appearances for the Buzz Donuts and Buzzed Bagels included **NBC Today Show**, **Good Morning America**, **CNN**, **Jimmy Kimmel**, **Conan O'Brien**, **Fox News**, **The New York Times**, **Popular Science** and **Southern Living**.

These donuts and bagels contain as much caffeine as a typical cup of coffee. The process can also be applied to icing and cream cheese. A molecular scientist, Dr. Bohannon had been working on the concept for many years, just recently (along with flavoring experts) found the magic formula to mask the normal bitter caffeine taste.

The buzz hasn't stopped yet. PRStreet is still fielding requests from media outlets across the country, as well as the **UK and Australia**.

Dr. Bohannon has trademarked the names Buzz Donuts and Buzzed Bagels and is currently pitching his caffeinated donuts and bagels formula to major food chains such as

**Krispy Kreme, Starbucks and Dunkin Donuts.** Stay tuned!

[www.buzzdonuts.com](http://www.buzzdonuts.com)



SPRING 2007



# high beams

CLIENT SPOTLIGHT



## COMMUNITIES IN SCHOOLS OF NORTH CAROLINA AND WTVD CREATE NEW PUBLIC SERVICE ANNOUNCEMENT TO AIR AT HOME HURRICANES GAMES

## ABC11 WTVD AND KIDDE TEAM UP FOR THE FIFTH ANNUAL OPERATION SAVE A LIFE



**Bob Aquilino, president of Kidde Residential and Commercial, and Bernie Prazenica, president and general manager of ABC11 WTVD, during the Operation Save A Life Press Conference.**

**ABC11 WTVD** and **Kidde** joined forces in March for the Fifth Annual Operation Save A Life campaign. A kickoff luncheon and Operation Save A Life presentation was held on March 2 at **Fire Station #1 in Cary**. The kickoff marked the beginning of a month-long campaign to distribute 11,000 free smoke alarms (in 22 counties) to those in the ABC11 viewing area.

Along with the 11,000 smoke alarms donated by Kidde, ABC11 Eyewitness News aired special "fire safety tips" during the month of March featuring local fire department personnel that gave viewers specific information on how to prevent injury and loss from fire. **The News and Observer** made the life saving tips available weekly in the paper as well.

More than 50,000 free alarms have been distributed in the five years of the program. Community partners included the **NC Jaycee Burn Center, Kidde, the News & Observer, 95.7 WKML in Fayetteville** and **area fire departments**.

"ABC11 takes its role as a responsible member of the community very seriously," said **Bernie Prazenica, president and general manager of ABC11**. "To be able to bring all of these partners together to provide these smoke alarms is just one way we can play an important role in this community."

**PRStreet** provided press materials and media relations for the campaign. [www.abc11tv.com](http://www.abc11tv.com)



**Third graders at Club Boulevard Elementary School in Durham were featured in the PSA.**

With the help of **ABC11 WTVD, Communities In Schools of North Carolina (CISNC)** has a new Public Service Announcement (PSA) that highlights the growing dropout problem. The news station donated its resources to produce a new 30-second PSA that depicts a class of third grade students and the impact that would be felt if those students eventually dropped out of school. In the video, the students disappear from the picture, but as the narration describes the work of Communities In Schools, the students gradually reappear.

The PSA was first shown at all home games of the **NHL Carolina Hurricanes. RBC Centura** donated the time to display the PSA on the large JumboTron screens at the RBC Center.

"Communities In Schools is grateful that organizations such as ABC 11 Eyewitness News and RBC Centura recognize the importance of increasing the awareness of North Carolina's dropout problem and helping students in North Carolina to stay in school and graduate," said **Linda Harrill, president of Communities In Schools of North Carolina**. "The leadership and commitment of these organizations is an example to our communities of how we can all pull together to secure the economic future of our state."

Communities In Schools has earned its place as the nation's leading community-based organization helping kids succeed in school and prepare for life. There are 38 operational programs in North Carolina serving 400 schools and other sites. During the past school year, CIS served over 100,000 youth and family members and it maintains a presence in the five largest school districts in North Carolina.

**PRStreet** wrote the PSA and also oversaw the production of the video. Along with being shown at all home Hurricane games, the PSA has also been distributed across North Carolina to air on local TV and cable outlets. [www.cisnc.org](http://www.cisnc.org)



## 2007 CAM RELAY FOR LIFE HAS RECORD BREAKING WEEKEND



Participants gather to spell out the message of "hope" during this year's CAM Relay for Life event.

More than 1500 people participated in the 10th annual Cary/Apex/Morrisville (CAM) Relay For Life held in April and the result was a record amount of money raised and a record number of participants. The event took place at Cary High School in Cary, NC. The 1530 participants on 79 teams raised \$236,046 during the event, which is the most raised among the seven Relay for Life events in Wake County.

The relay began with an opening ceremony and survivor's lap. Throughout the 24-hour period there was a kid's walk, cake decorating contest, campsite decorating contest, and a lumanaria ceremony. By taking part in the Relay For Life, participants were able to provide hope that there will be a cancer-free future, and pay tribute to the 10 million people in the US who have beat cancer.

PRStreet donated its services to provide media relations and public relations for the event.

[www.camrelay.org](http://www.camrelay.org)

## TWO OF RALEIGH'S OLDEST FUNERAL BUSINESSES NOW OPERATE AS ONE COMPANY



When Brown-Wynne Funeral Homes and Mitchell Funeral Homes in Raleigh merged this spring, two of Raleigh's oldest businesses were making history. Both businesses opened in the mid 1800's and have offered families a high level of service for more than a century. Brown-Wynne is North Carolina's oldest funeral home, and the oldest continuous business in Raleigh.

"With Mitchell Funeral Home at Raleigh Memorial Park joining Brown-Wynne Funeral Homes, the tradition of excellence both businesses are known for will truly benefit the families of Raleigh," said Ronald Maness, general manager of Brown-Wynne Funeral Homes and Crematory. "We are committed to the great histories and reputation of our company and this addition will allow us to serve families with an even greater purpose."

The merger is the result of Brown-Wynne's parent company, Service Corporation International, acquiring of Mitchell's parent company, Alderwoods Group, Inc., in November. As a result of the merger, Mitchell Funeral Home is now in the process of becoming part of the Dignity Memorial® network of funeral, cremation and cemetery service providers, of which Brown-Wynne is a member.

PRStreet wrote and distributed a press release announcing the merger, wrote a script for a radio spot, purchased advertisement space for print and radio, and worked with Metro Productions on the design of the print advertisement.

[www.brown-wynne.com](http://www.brown-wynne.com)

## BISHOP'S GRANT COMMUNITY RECEIVES WAKE FOREST'S GREEN MEDAL OF EXCELLENCE AWARD



The entrance to Bishop's Grant incorporates more landscaping than required by the town of Wake Forest.

PRStreet client **Contentnea Creek Development Company** of Raleigh has been awarded a 2007 **Green Medal of Excellence** by the **Wake Forest Urban Forestry Board**. The award recognized Contentnea Creek's work in the **Bishop's Grant** community which exceeded the town's development requirements in providing more open space, conservation easements, and additional landscape buffers and street plantings. Bishop's Grant was nominated by the Urban Forestry Board, and was presented with the award during the 29th Arbor Day celebration in Wake Forest on March 22.

The Green Medal of Excellence is designed to honor a program or project which promotes good urban forestry or environmental practice, or to a development which has shown excellence in tree preservation or landscaping. Only those developments which exceed The Town of Wake Forest requirements or meet them by using particularly creative methods such as innovative planting or design are considered. [www.contentneacreek.com](http://www.contentneacreek.com)





## A HOKIE NATION MOURNS

**Graham H. Wilson**  
**Virginia Tech Class of 1978**  
**Originally printed in The Cary News April 25, 2007**

On Monday April 16, a part of my life was violated. A big part of my life remains on the campus of my beloved Virginia Tech in Blacksburg, Virginia, and it will never be the same.

Thirty-two people gave their lives simply for being teachers and students. As an alumnus, I felt grief and sadness for those who died. I wept, even though I never knew any of them. I also felt anger that someone would destroy the peace of a place I love.

When I was a student at Virginia Tech in the 1970's it was a haven, an oasis. Bad things didn't happen there. We felt safe and protected.

The weekend before the shooting, I was on campus. My wife and I were attending the 115th anniversary of an organization I belonged to while in school. I had a chance that weekend to meet many of the current students, some the sons and daughters of my old classmates. As the news broke Monday, I couldn't help but worry that some of those same students might be involved in the tragedy. I have now learned that one of the young ladies who attended that event was a victim of the shooting.

During our visit I proudly showed my wife the new buildings and facilities there, as well as pointing out familiar dorms and class buildings. On Monday, I saw many of those same buildings again and again on the news reports. Only this time they were surrounded by an atmosphere of grief and terror. Police cars, ambulances, armed deputies. That isn't how I want to remember Virginia Tech.

Ambler-Johnston ("A-J"), the dormitory where the first shooting occurred, was next to the dormitory I lived in as a student. Many of my friends lived there. I walked past Norris Hall every day on the way to classes.

Everyone loves the school he or she attended, but I have to believe that Virginia Tech students and alumni love our school a little more. You greet a fellow Hokie as an old friend, even if you have never met them before. All of us surely feel like we have lost 32 friends today.

We all share the common history of being part of Tech City, the Hokie Nation, tucked quietly away in the Blue Ridge Mountains. Somewhat removed from reality since everything in the town of Blacksburg, centers around the university. College is supposed to be that last chance for young people to have the freedom from responsibility, the freedom from worry, the freedom from grief. That has been taken away from these students at Virginia Tech, and it can never be regained. The campus will never again be the beautiful carefree place that I remember from my years there.

I fly my Hokie flag proudly today, but draped in black in honor of those who died.

From this day forward Virginia Tech will always be a part of this country's history, but it won't be for an academic achievement or an athletic championship. It will be remembered for the mad and cruel actions of one individual.

For me and the rest of the Hokie faithful, that is sad.



## PRSTREET PRODUCES INSTRUCTIONAL VIDEO FOR NEW AKC COMPANION ANIMAL RECOVERY MICROCHIP



The American Kennel Club Companion Animal Recovery Program (AKC CAR) has introduced

a revolutionary new microchip for pet identification, and called on PRStreet to write and produce the instructional video for the product. The new **AKC Companion Animal Recovery ID System™** microchip is more affordable than microchips currently on the market.

"This new system will provide veterinarians, animal shelters, breeders and pet owners an alternative to the more expensive microchips currently being offered in the market," said **Dr. Carmen Battaglia, President and CEO of AKC CAR**. "Our commitment is to increase the number of pets microchipped and enrolled in our recovery service in order to increase the number of lost pets that we recover."

The ten-minute video will be distributed to veterinarians and animal shelters across the country to be used to teach vet technicians how to use the new microchip as well as educate them on the advantages of the new chip.

The two-piece, patented delivery system places the microchip in the pet while the lancet is simply retracted, leaving the chip in the precise location intended. Other applicators push the microchip out of a needle into the skin creating a risk of breakage and imprecise placement. Because of this new technology, AKC CAR needed assistance in creating a training tool to send out with their new product to visually depict to veterinarians and animal shelters how to properly insert the microchip.

PRStreet wrote the script, oversaw the production and provided narration for the video. **Metro Productions** of Raleigh provided the camera crew and editing services. [www.akccar.org/microchip](http://www.akccar.org/microchip)



## CAROLINA RAILHAWKS ANNOUNCE FIRST PLAYERS



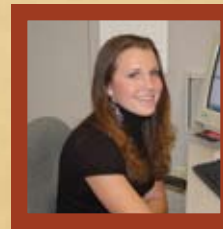
**Chris Carrieri, Scott Schweitzer, Caleb Norkus, and Chris Economides during the new player announcement.**

The **Carolina Railhawks**, North Carolina's newest entry in professional men's soccer, introduced their first players on December 5 in Cary. Former Tar Heel stars **Chris Carrieri** and **Caleb Norkus** signed up as the team's inaugural players at the signing ceremony at **SAS Soccer Park**, the home field of the Railhawks. The Railhawks also announced the addition of former Wolverhampton Wanderers midfielder **Jonny Steele**, along with **Anthony Maher** and **Connally Edozien**.

The Carolina Railhawks are a **United Soccer League (USL)** expansion team that will enter the USL First Division in April. Head coach **Scott Schweitzer**, the 1992 ACC Soccer Player of the Year at N.C. State University, will lead the squad.

The team will play 14 regular season home games and four additional home playoff and exhibition games each year, with all home games played at SAS Soccer Park in Cary. Under USL Hall of Fame inductee **Chris Economides**, the Railhawks organization was formed in October 2005 and awarded the USL franchise in January 2006.

**PRStreet** handled the media relations for the news conference along with staffing and assisting with the signing announcement. [www.carolinairailhawks.com](http://www.carolinairailhawks.com)

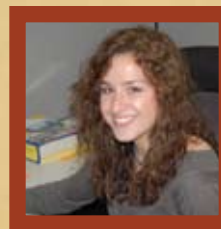


### *Whitney Watson*

**NC State University**

Whitney Watson is a sophomore at North Carolina State University pursuing a major in Communication with a concentration in Media, and a minor in

Journalism. She is a member of Pi Beta Phi Sorority, Public Relations Student Society of America, and the Student Wolfpack Club. She has worked with WRGC radio station in Cullowhee, NC and currently works at NCSU's college radio station, WKNC 88.1. She is planning to study abroad in Australia this summer.



### *Kristin Bostic*

**UNC Chapel Hill**

Kristin is a senior at the University of North Carolina at Chapel Hill. She will graduate with a degree in Journalism and

Mass Communication, with a concentration in Public Relations and a minor in History. Along with her internship at PRStreet, she has interned at Algonquin Books and the Women's Center of Chapel Hill. Kristin has studied abroad at Murdoch University in Western Australia and currently works part-time as a waitress.



## PRSTREET PRESIDENT APPOINTED TO 2007 CAMPAIGN CABINET FOR THE TRIANGLE UNITED WAY

**PRStreet** founder and president Graham Wilson has been appointed to the 2007 Campaign Cabinet for the Triangle United Way. The Campaign Cabinet is made up of various community leaders and is responsible for helping the Triangle United Way reach its annual fundraising goal. Graham is representing the Marketing Committee on the Campaign Cabinet. Triangle United Way brings together local community partners in Durham, Orange, Wake and counties including member agencies, nonprofits, government volunteers and expert to focus on lasting changes, not temporary fixes to key issues. [www.unitedwaytriangle.org](http://www.unitedwaytriangle.org).



Caffeinated donuts and bagels? Now that was something that got my attention, and the attention of the entire nation.

In January, PRStreet handled the national announcement and roll-out of Buzzed Bagels and Buzz Donuts, baked-goods that actually contain caffeine.

Dr. Bob Bohannon, a molecular scientist, developed the process and asked our firm to help him get some publicity. Little did we know what the reaction would be.

After our initial news release our staff started fielding calls from CBS News, The Today Show, Good Morning America, Fox News, USA Today, The Wall Street Journal, The New York Times and others. Buzzed Bagels and Buzz Donuts seemed to be on every blog and every website we visited. Three months later, we are still getting calls from media outlets across the US and in the UK and Australia.

That is one of the things I love about this business. Every day is different, and you never know what is going to catch the attention of the news media. When we started our firm 15 years ago, we decided we wanted fun clients and wanted to do fun things. Buzz Donuts and Buzzed Bagels rank right up there as one of the most fun projects we have had the privilege to work on.

Who knows what other fun clients are down the road. All I know is I'm ready!

From The Driver's Seat,

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